

SIDE TALKS

ABOUT THE GEO. S. PARKER FOUNTAIN PEN AND OTHER SUBJECTS.

JANUARY, 1902.

JANESVILLE, WIS., U. S. A.

No. 34.

The Key that Unlocks the Door

That Leads to Success, is the Key of

GOOD JUDGMENT

and the Development of Your

OWN POWER

to Do Better Things, and More of Them Than You Have Ever Done Before.

OPPORTUNITIES WILL MAKE THE MAN if the man will use them. You can't make a silk purse out of a sow's ear, nor can you convince a fool that he is a fool. You CAN convince a wise man who has not realized his own power and possibilities to use the great psychical power that is at his command and within his own being.

You can make him successful by getting him to make use of the successful methods and to use the wonderful power with which he is endowed—WITH WHICH YOU ARE POSSESSED.

You want to succeed. You want to be happy while you are succeeding.

YOU CAN DO BOTH!

Are you satisfied with the success of last year? Sit down and give 15 minutes' careful thought to your plans for the future. Did you treat that wavering customer in a way that made a sale? Did he not say, "I will not buy to-day," and pass out? Had he possessed the knowledge of the article that you possessed and the price was right, was the fault with the customer? You know he was in your store to buy.

Do you know what an important part psychology has to every day business?

Satisfy yourself of the merits of the article you sell. Believe in it. Transfer your mental picture and belief to the mind of your customer, so he can see it in its true light, and the result will surprise you. If you think that you have something in stock that your customer would like, tell him about it. If it's a "Lucky Curve," tell them all about it so they will understand it as you do; have the same high opinion of it as you have. The results will astonish you.

Suppose no one knew of the gold in the Klondike. What good would it do to lie buried there? Suppose, also, that you have your store stocked with "Lucky Curves," yet none of your customers are any more aware of the fact than was Russia aware of the vast deposits of gold in Alaska when she sold that country to the United States.

Make use of your opportunities. Give your brain a chance to think and we will guarantee the year 1902 be the grandest, most prosperous and happy year of your life.

The great demand created for the Parker "Lucky Curve" by the great advertising campaign during the year just ended, has shown you that it was good judgment to carry a complete line. If you have not been situated to reap your share of the reward, is there any time so good to begin as the present?

Business is everywhere, and may be had, but you must go after it.

Let us roll up our sleeves and make 1902 a happy, prosperous business year. Hard work, intelligent thinking, a determination to succeed, will accomplish wonders and make work a pleasure.

Yours for success and a prosperous year,

GEO. S. PARKER.

1902

PROBABLY never in your business history has the business outlook been so promising as the year just beginning. Prosperity is within the reach of every man. It is not the time for senseless buying and reckless extravagance. Just plain every day common sense, that has profited by experience of former mistakes, for, as Josh Billings says, "Success don't konsist in never making mistakes, but in never making the same one twict."

DON'T lose any time in going carefully over your pen stock now the Holiday rush is past. If you have found a "Black sheep," a fountain minus a cap or a feed, or a scratchy pen, or one that does not flow right, or in fact anything short of perfection, send it or them right in to the factory to have them put in good salable condition. Don't neglect it, *do it now*.

At the same time, remember to always write a note as to what you want done, and put your name on the package and we will soon make you happy.

REMEMBER this, good friends: If you want to make a hit in life, carry around under your vest, in the region of your heart, a little brotherly love for humanity, a kindly feeling for your fellow man; the world will be better and you will be happier.

The Prize Winners

HAVE taken so much space that we found it would require all of Side Talks, and more too, to publish the plans, methods and suggestions that have brought success to the Prize Winners. So we have published same in pamphlet form, and a copy including a photo engraving of each, (with one or two exceptions because of especially modest contributors) will be mailed upon request. A copy will also be mailed with each order sent out. If you want to increase your enthusiasm and get some good ideas from the other fellow, you will find them here.

GUARD your opportunities as you would guard your dollars. Consider every opportunity presented as worth a dollar. Please take this view of it. Consider every opportunity lost as a dollar gone. Keep an eye on yourself, for you will find your own self wasting these dollars.

VOTE yourself a failure if you are too lazy to work—but place the blame where it belongs.

Wake up, realize that you are a man "Who can do things." Be a credit to yourself and the pride of the firms with whom you deal.

DON'T let your stock run down to only a few pens. It's poor business. Suppose you carried \$100.00 stock of pens. The interest on this amount would only be \$6.00 for a whole year, and if you discounted the bill when purchased would mean only \$4.00 interest on such a stock. Such a stock well kept and well looked after would earn twenty times the amount of interest required on the investment. It would command attention and would sell pens.

ABIGGER mistake was never made than to suppose fountain pen selling is confined to the Holiday season. January and February are always good months for selling Parker Lucky Curves.

WE will have ready for distribution in a few days, one of the most striking posters ever put out. It is an enlargement of the horse shoe ad. of the Parker Lucky Curve. It is about 35 by 50 inches, printed in five colors. Suitable for both out door and indoor display. One or more copies will be sent to every dealer on application, who is pushing the sale of the Lucky Curve, who wants some striking advertisement to help increase his trade, and who will agree to post conspicuously on bill board space, or otherwise. Let us hear from you about this.

Prize Winners Who Have Won Distinction in Parker Pen Selling.



First Prize.

I assume every person entering the store is a prospective Fountain Pen purchaser.
A. D. F. REYNOLDS, Ogden, Utah.



Second Prize.

Have a pad each of both rough and smooth paper handy.
W. F. PILCHER, Lyons, N. Y.

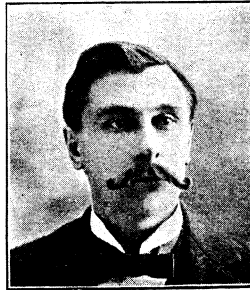


Third Prize.

Can I interest you in Fountain Pens?
I. F. MORRIS, Sacramento, Cal.



The successful pen seller is always alive, alert, tactful. Enthusiasm is catching.
MRS. M. L. VENFLET, Alpena, Mich.



You have seen it advertised in the magazines!
C. L. OLDS, Fremont, Neb.



Any pen will work better after being used a short time.
A. N. PRITCHARD, Dekalb, Ill.



As soon as I began to see things in the right way, my pen sales increased every day.
PETER GEIGER, Hendricks, Minn.



I show him the excellent features of the Parker Pen.
JAS. BAYARD HAINES, Vincentown, N. J.



Endeavor to make your pen case a bright spot in the eye of the public.
A. H. FIGGESS, Quincy, Ill.



The Parker Pen Co. stand right back of that guarantee.
R. DUNBAR LYLES, Baltimore, Md.



I do not wait for people to ask for a Fountain Pen.
F. M. PIERCE, Faribault, Minn.



It's up to you to make your customers feel the same as you do.
ROBT. A. BRUNNER, Rutherford, N. J.



I count every man who has not a "Lucky Curve" in his pocket a prospective customer.
H. W. MCINTYRE, Liberty, Mo.

A man once bought a Jim-crack pen,
It wrote like a horse-shoe nail.
And every time he tried to write,
It never failed to fail.
The Parker is not that kind.
R. W. BURTON, Auburn, Ala.

A show of confidence in an article inspires confidence in the buyer.
B. H. WOODS, Corsicana, Tex.

FREE—A slanting front Show Case with your first order for four dozen Parker Pens. It is a beauty.

The Geo. S. Parker Jointless Lucky Curve.

No Joints.
No Threads.
No Leaks.

Contains **3** Patented Improvements

ANTI-BREAK CAP, Pat. July, 1900.
LUCKY CURVE FEED, Pat. Jan., 1894.
SPRING LOCK, Pat. April, 1899.

Cuts of Jointless about 3-4 actual size.

No. 018, Price, \$2.00.

This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and it is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or through "that girl" you can do it with Parker No. 018. Not quite so large as the next size, but it is good and fully warranted.



No. 020, Price, \$2.50

This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money, we think it is the most generous value of any pen we offer. It is good enough for school boy or school master — or any one else. It can be had in fine, medium, coarse or stub point, as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted No. 021. A beautiful present for a birthday.



Parker Jointless "Lucky Curve" No. 020. Ladies' size. Price, \$2.50.

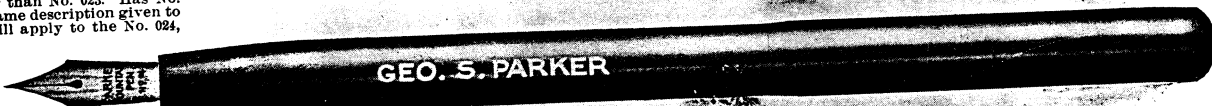
No. 023, Price, \$3.00

For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the nice "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 8 gold pen of the finest quality.



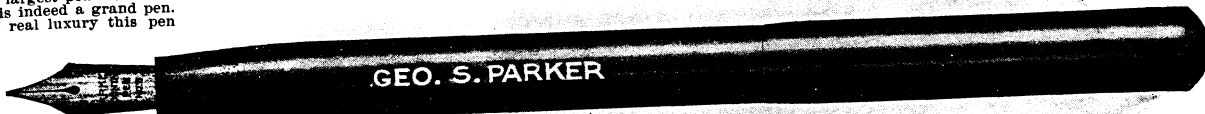
No. 024, Price, \$4.00.

Much larger than No. 023. Has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to much greater degree. This style is also furnished with a Manifold Pen for physician's use. For writing prescriptions the busy physician will find this pen a boon. With one writing by using a sheet of carbon paper, both an original and duplicate copy are made.



No. 025, Price, \$5.00.

Is next to the largest pen we manufacture. This is indeed a grand pen. The feeling of real luxury this pen affords when in the hand of the writer, the beautiful large, shining gold pen, has won for it the name of the "professional man's pen." Fully as many pens of this style are, however, sold to other than to professional people. Large as it is, it is one of the most easy and restful pens with which to write. For father, brother, or husband, this pen would make a present that would last a lifetime, and afford a never-ending source of pleasure.



No. 026, Price, \$6.00.

This pen is a regular Goliath. It might be too large for you, but there are many people who find pleasure



and comfort in using such a pen. It, of course, holds an immense supply of ink. It has a "feel" to it that is only afforded by such a pen, and it has many warm friends.

"Hair line," fine, medium, coarse or stub points, as ordered.

ENGRAVING. Initials and names can be engraved on Parker Pens, either upon gold coverings or upon the vulcanite itself, the lettering upon which may be filled in either red or white. Identification and recovery of lost pens may frequently result through this precaution. Cost of engraving, 25 cents for nine letters or less; 3 cents extra for each additional letter or figure.

THE GEO. S. PARKER SCREW JOINT "LUCKY CURVE" FOUNTAIN PEN.

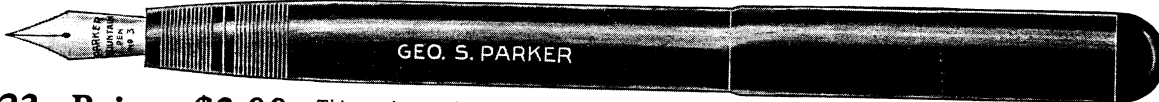
ANTI-BREAK CAP. Warranted against Cracking or Splitting for One Year.



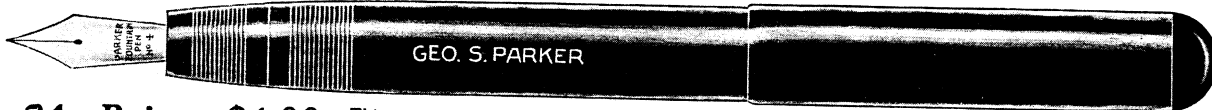
No. 18. Price, \$2.00. Has the famous "Lucky Curve" and the Anti-Break Cap. This fountain is exactly the same as the Jointless No. 018 with the exception of the screw joint. It has the "Lucky Curve" and the Anti-Break Cap fully warranted. If you prefer a pen with a screw joint, here it is.



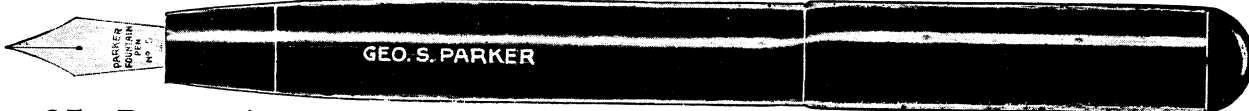
No. 20. Price, \$2.50. Same as above except it has a size larger pen and holder. Is also larger than No. 18. Made with smooth or threaded end where fingers grasp the fountain.



No. 23. Price, \$3.00. This number can be supplied, when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel" will richly repay any one to purchase this pen if they are connoisseurs.



No. 24. Price, \$4.00. This pen much larger than the general run of pens, and they are purchased by those who know just what they want and can afford to pay the higher price necessary for the larger and finer pen.



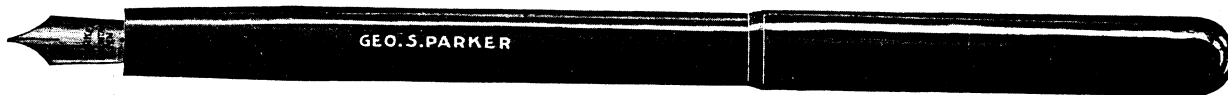
No. 25. Price, \$5.00. If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth, shining pen glides swiftly over the paper.



No. 021. Price, \$3.50. Is about the neatest and most pleasing looking gold mounted pen that we have ever seen. A few of these in your stock of pens will brighten up the display wonderfully.



No. 80. Price, \$10.00. Covered with 18K gold, of rich design. Most beautiful pen ever made. Same in sterling silver, \$8.00. Plush or Morocco hinged-cover box, \$1.00 extra.



PARKER JOINTLESS "LUCKY CURVE" SHORTHAND AND BOOKKEEPERS' PEN.

Price, \$4.00. When ordering this special No. 024, always state for what purpose it is desired—whether for bookkeeping or shorthand, as the pens are made especially for purpose mentioned. Can be furnished with hair line point when desired. This pen can be furnished in Nos. 020, 023, as well No. 024. Shorthand writers swear by this pen, and it is certainly a trade winner.

TRADE DISCOUNTS.

The following liberal discounts will apply to the Parker Pens and other goods listed in this issue of Side Talks: In lots of ¼ dozen or excess, 40 per cent. discount; lots of one dozen or greater will carry the highest rate of discount, namely 50 per cent. The above discounts will also apply to the "Special" Fountain Pen. On the "Silver Dollar" Fountain Pen, in lots of ¼ dozen or excess, 33⅓ per cent., and on one dozen or upward, 40 per cent.; all subject to a cash discount of 2 per cent. if the bill is paid within ten days from date, otherwise thirty days net.

The exception to the foregoing will be, dealers whose accounts show that they have purchased of us within one year preceding date of order, \$50.00 worth or more of our goods, will be entitled to highest quantity discount on all purchases, large or small.

PARKER FOUNTAIN PEN INK—Always a good seller. Retail 25c per bottle. \$1.00 per dozen net, to the trade, or \$2.70 per quarter gross box. With filler in cork 25c per dozen extra.

The Geo. S. Parker Old Style Fountain Pen.

Reduction We have been asked many times for a pen with fancy barrels that our customers could sell that was stamped "Parker," and fitted with the "Lucky Curve" and fully warranted. To do this we have decided to make a sweeping reduction in the price of our old-style pens, which will enable our friends to sell these high-grade goods at the same price charged for inferior goods sold under any name. The same high quality will be maintained in the goods even at the reduced figures. The only thing that has suffered in the reduction is the price. Why sell inferior makes of pens when you can buy Parker No. 1 to sell at \$1.50?



No. 1. Plain barrel, former price, \$2.00. Now \$1.50 Underfeed if so ordered.



No. 3. Ladies' size, former price, \$2.50. Now \$2.00.



No. 3. Chased barrel straight or taper cap, former price, \$2.50. Now \$2.00.



No. 5. Spiral black or mottled rubber, former price, \$3.00. Now \$2.50.



No. 6. Fountain ladies' or gentlemen's size, gold mounted. Price \$3.00.



No. 8. Hexagon, former price, \$3.00. Now 2.50.



No. 9. Gold mounted. Price, \$4.00. Underfeed if so ordered.



No. 10. Twist. Price, \$3.00.



No. 11. Gold. Price, \$6.00. Silver, same pattern, \$5.00. Underfeed if so ordered.

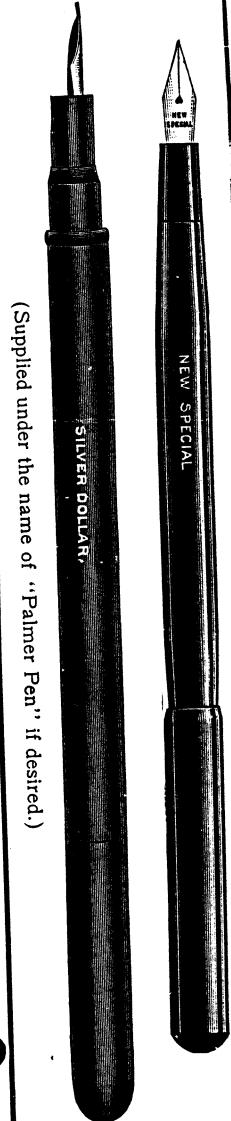


No. 11. Aluminum. Price, \$3.50.



No. 12. Full pearl. A beauty. Price, \$6.00. Underfeed if so ordered.

These prices are really bargains. If you want some to sell cheap, here they are. We permit dealers to make their own selling prices on these two styles. These pens are both screw joint and do not have the lucky curve.
Silver Dollar.
Upper or lower feed as desired. Price, \$1.00.
New Special. (Cut 1/4 size). Price, \$1.50.



(Supplied under the name of "Palmer Pen" if desired.)

FREE—A square upright Show Case with an order for six or twelve dozen. Cut of this Case shown on page 8.

The "Lucky Curve" Club.

Here is one of the big helps to be given to Pushing Parker Pen sellers for the year 1902.

With each Parker "Lucky Curve" sold this year will be given a handsomely engraved lithographed Certificate, about 6 x 9 Inches. When a dealer sells a "Lucky Curve," he fills in the name of the buyer, the Catalogue number of the pen, the price paid, and the countersign for the Company. The owner of the Certificate is thus made a member of

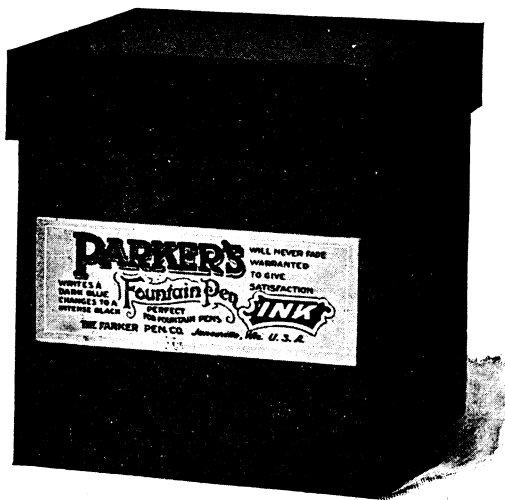
The "Lucky Curve" Club,

which entitles him to have all parts of his Fountain (with the exception of the gold pen) KEPT IN REPAIR FREE OF CHARGE for one year, on return of the Fountain to The Parker Pen Company, accompanied by Certificate for identification.

All dealers to whom this plan has been submitted, say it will largely increase the sale of the "Lucky Curve." There is nothing too good for the dealer who sells the Parker Pen, and this is one of the helps we are going to give you this year.

It warrants the Fountain to give satisfaction.
 It warrants the cap not to break — if it does, a new one
 It warrants the feed not to break — if it does, a new one
 It warrants the nozzle not to break — if it does, a new one
 It warrants the Spring Lock not to break — if it does, a new one

FREE.



Parker Fountain Pen Ink.

Especially prepared for use in Fountain Pens. Put up in 4-ounce bottles. Each bottle packed in a handsome colored box with attractive lithograph label. Whether you are a druggist, stationer or jeweler, you can easily sell a bottle of this ink with every pen sold, and a great many to people who already have pens.

New package with filler attached in stopper. Price, 25 cents retail; wholesale, \$1.25 per dozen; \$3.50 per quarter gross.

Same as above, WITHOUT patent filler, 20 cents per bottle retail; wholesale, \$1.00 per dozen, or \$2.75 per quarter gross. These are easy sellers. Quarter gross can be shipped as cheaply by freight as a dozen by express.

Remember, with each order for Parker Pens in 1902, will be sent a package of these Certificates of Membership—one for each pen. You will find this "Accident Policy" the grandest, most confidence giving argument and aid in selling, ever devised. Start the New Year by having a large bunch of these beautiful Certificates in your desk, ready for all applicants.

What is worth doing at all is worth doing well. The other fellow may not know all the good plans of doing business, but he may know some. The plan that has brought marked success in another city ought, under like conditions to bring success to you. The special show-case idea is one of the successes.



Do you want to get the cream of the Fountain Pen business? You can get it if you will make the conditions right. We have started many a man on the royal road to successful Fountain Pen selling. We wish we could convey the pleasure it would give us, if you would let us do it for you. We can make the way easy. Write us and we will tell you how.

SAMPLE HISTORY.

Correspondence opened up with Mr. J. B. Leemon, Sparta, Ill., last of August, 1901. Was interested in best methods of selling, but thought case assortment too many. Finally consented to place an order for case of pens. September 14th, ordered \$62.00 case assortment. October 26th, sold out some styles, re-orders small bill amounting to \$7.20. READ HIS LETTER:

J. B. LEEMON,
BOOKS AND STATIONERY.
Parker Pen Co., Janesville, Wis.

SPARTA, ILL., Dec. 28, 1901.

GENTLEMEN:—I am sending you a pen for repair, to which you will please give attention. I have had a nice trade in Parker Pens, and I congratulate you upon your success in making such a pen. The general verdict is, "You could not give me any other than a Lucky Curve." I will soon have to order more.

Yours truly,

J. B. LEEMON.

We are conducting our business pretty nearly as we would like to have you operate it if you were manufacturing the "Curves" and we retailing. Therefore, it has been our pleasure to refer thousands of prospective buyers who write us in response to our magazine advertising to the dealer from whose territory the inquiry comes. We think the dealer who is pushing the sale of the Parker, WHO HAS HIS MONEY IN STOCK, PAYS TAXES, HAS CLERK HIRE AND OTHER FIXED EXPENSES, OUGHT TO SHARE THE PROFIT ON EVERY PARKER PEN SOLD IN HIS TERRITORY. That is why we have turned trade to Mr. Kadan, as we have to thousands of other dealers. Do they appreciate this kind of treatment? Just read Mr. Kadan's letter and see.

The Parker Pen Co., Janesville, Wis.

GRAND HAVEN, Mich., Dec. 19th, 1901.

GENTLEMEN:—In reply to yours of late date would say in regard to A. K. Koorman. He called at my store this eve and I have had no trouble in selling him a "Lucky Curve" Fountain Pen, for which please accept my sincere thanks.

Am glad to state that the Parkers are selling nicely. Will consider it a pleasure to place a nice order with your firm soon. Your pens give such excellent satisfaction that it is a pleasure to sell them, and you may rest assured that anything I can do to help the sale of the Parker, I will do gladly. I remain with thanks.

Yours for business,

J. M. KADAN.

Enthusiasm is to the Business Man what Steam is to the Locomotive.

SIDE TALKS

ABOUT THE GEO. S. PARKER FOUNTAIN PEN AND OTHER SUBJECTS.

APRIL, 1902.

JANESVILLE, WIS., U. S. A.

No. 35.

ARE YOU ONE OF THE FEW?

Hard Work in the Right Direction is the Price Required to Pay for Success!

THE MAN THAT WORKS IS THE MAN THAT SUCCEEDS!

The man who waits for opportunities to come, belongs to a large class of unsuccessfuls. If you went hunting for bear, you would equip yourself with a good gun. If you want a generous share of Fountain Pen business, equip yourself with an attractive special show-case, and fill it with an assortment of Parker "Lucky Curves," so that the least to the greatest can be fitted. You are in the midst of opportunities ready to be developed and taken advantage of.

Suppose you take a hundred people who enter your store.

DIVIDE THEM UP INTO CLASSES.

How many out of the hundred are customers for a Fountain Pen and will ask for it without being reminded? Possibly one. How many are possible prospective buyers who expect to buy one "sometime," when they find time, and their attention is called to the advantages of using a pen, yet are not interested enough to think to ask unless attracted by a display? About 30. The balance of the hundred either have purchased a pen or else yet have need of farther light on the subject of Fountain Pens, and the comfort to be derived from their use. These are some of the opportunities ready for your attention that will bring forth a dollar laden harvest if made use of.

It can be done. It is being done and

YOU CAN DO IT!

The moment your customer is convinced by your logic and argument, then the sale is made and you receive your reward. The dealer who depends on the actual call for Fountains, without doing anything on his part, stands about one chance in thirty to his wide-awake neighbor who carries an attractive case of Lucky Curves which will attract the 30%.

IT IS AMONG THIS 30 PER CENT

that the real rich harvest lies. Let us awake to the fact that right within our reach is a rich field that will yield magnificent returns! When this matter has been called to your attention and you see it in the proper light, are you going to let the opportunities slip through your fingers? Not if you are the good business man we think you are.

Sincerely,

GEO. S. PARKER.

All of our 1902 product are fitted with our improved feeder, a gain of efficiency of at least twenty-five per cent.

THAT the Fountain Pen has won its place in the list of wants of the public is no longer doubted. Where one pen was used ten years ago probably a hundred are used today. And yet it is estimated that not more than three per cent. of the population are users of Fountain Pens today! A conservative estimate is that a million Fountain Pens will be sold right here in the United States this year—probably double that amount next year, so general is the demand. The ranks are constantly and rapidly being recruited by our advertising. Be one of the aids in distributing the "Lucky Curve"—one of the greatest comforts and time-savers known to civilization today.

THE dividing line between Success and Failure is an exceedingly narrow one. The pivot on which a sale is made is oftentimes exceedingly delicately poised. The merchant who possesses tact, courtesy, good judgment will get rich, while the man who does not exercise these qualities will starve. Why? Because, for instance: A man who has thought of buying a Fountain Pen "sometime" goes into a store, sees a fine display of the "Lucky Curves"; the clerk or proprietor who waits on him is so pleasant and obliging, takes so much pains to pick out just the right sort of a pen to suit his hand. The result is, this skillful general of a clerk or proprietor has done so well in creating a pleasant impression on the mind of the prospective buyer, both as regards the desirable features of the pen and the ever-tactful salesman, that he soon feels that he would much rather own the pen than the money it costs.

On the other hand, the dealer who acts on the plan that "Here-are-the-goods-and-if-you-want-them-come-and-get-them-and-pay-up--if-not-let-them-alone" is generally "let alone." The frigidity which usually surrounds such a man never attracts customers and never receives the best of all advertising—that of a pleased customer's recommendation to his friends.

THE man who wastes his time and energy in complaining that pen trade is slow, or "can't sell pens", is like a barrel with a bung-hole open, so the water is all escaping. If a man wants to succeed, he must stop up the leakage of his energy and manhood. Get away from the coward's companion, "I can't", and the new life, the invincible energy, will come, that will make you a success and life worth living.

ADAPT yourself to circumstances. Conditions are constantly changing and are never twice alike. Study men; study your trade. Don't try to measure a globe with a square when a tapeline is handy.

THE "real power behind the throne"—the skillful, diplomatic, ever-tactful salesman—the **CLERK**—is the one to whom the Parker "Lucky Curve" is largely indebted for its popularity and good name. That we might grasp the hand of each one and in person thank him and to him extend our hearty good-will and belief in his future prosperity, health and happiness!

REMEMBER—Failure is only the sign-board with the finger pointing to the road Success.

WHEN is the best time to sell Fountain Pens? When you develop the greatest amount of push, energy and "get there". The best apples are frequently the highest up, but they will fall if the tree is shaken hard enough. So in selling Fountain Pens. If you would make sales, you must convince the buyer, and your money is ready for you. Don't wait for chance sales to come to you; exert the effort that will bring them.

AFTER all the cares of every day's business, we cannot but feel that our lines are indeed drawn in pleasant places. The many nice little footnotes of a personal nature, on orders or remittances, showing the writers' appreciation of our efforts to produce the best things in Fountain Pens, are to us, dear friends, more pleasing than we can tell you. People make mistakes, and we are no exception to the rule, although, as Josh Billings used to say, "we try never to make the same one twict". Once in a while an imperfect pen will get out. Back it will come, with a friendly little letter telling of the trouble, and to remedy the difficulty, however slight, no nicely put, is just as much of a pleasure to us as it is to the owner to have it done. Yes, we feel proud to call our friends those who comprise the army of representatives of the Parker pen—men whose hearts are in the right place and whom you will feel better for having known.

IF you have not already received one of our new posters, better send for one or more at once. They are the strongest piece of advertising we have ever sent out, and the most attractive. They are about 35 by 50 inches, printed in five colors. If you wish, we will print your name in large letters on the bottom. If you want one more, all that is necessary is to say you will post it conspicuously, and it will be sent.

EACH day brings with it opportunities for pleasure and happiness. Use them as they come, for, like the manna of old, today's supply cannot be hoarded for future use.

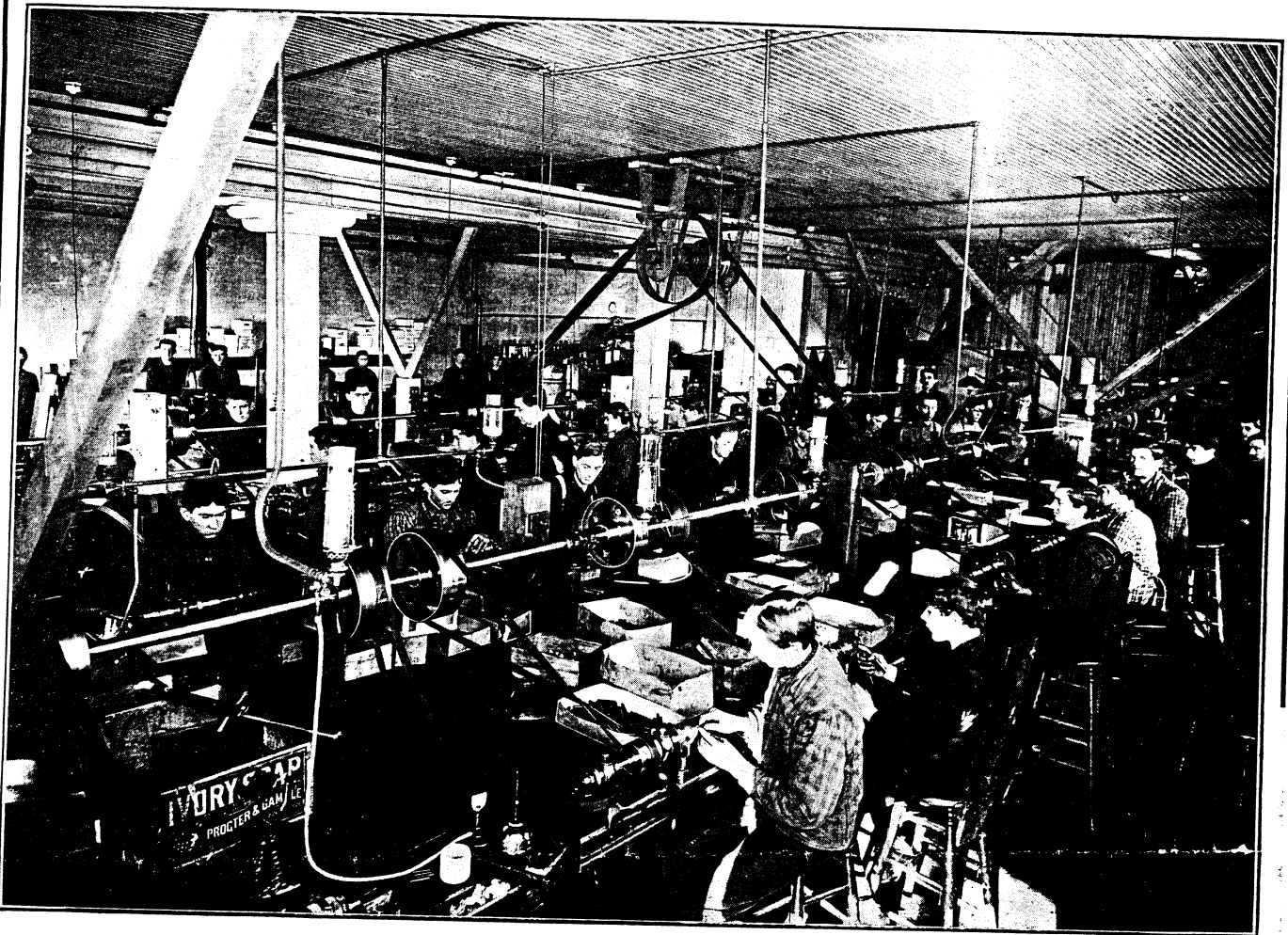
THE most successful merchant in this city is a man beloved by all, whose musical laugh and cheery voice and encouraging words are a help to all who know him, and have to him brought happiness and health, as well as wealth.

A FAILURE only establishes this—that our determination to succeed has not been strong enough.—**BEX.**

LUCK is ever watching for something to turn up; labour, with keen eyes and strong will, will turn up something.—**COBDEN.**

THE human race is divided in two classes—those who go ahead and do something, and those who sit and enquire, why wasn't it done the other way?—**HOLMES.**

THOUGHT IS THE BASIS OF ALL POWER.—BLAIR.



O yes, we are prepared to do all kinds of fountain pen repairing as well as manufacturing. If you don't want to be responsible in answering for some of the sins of the head of our repair department, you will be sure to always put your name and address on any package you send us, and also describe **JUST WHAT YOU WANT DONE TO EACH PEN** (of course we will repolish them), otherwise vexatious delays are liable to happen.



WE thought possibly some of our friends might like to see the interior, or a portion of the interior, of our factory, from whence all "Lucky Curves" come. (The writer of these lines also appears in the picture.) This is a busy place. Each workman devotes his energy to working on but a single portion of the fountain, and by doing this kind of work over and over, he becomes wonderfully skilled in his particular part. Any visiting customer is most cordially invited to come and see us and visit our factory and view the many interesting intricate processes an embryo fountain pen undergoes before it is ready to go forth into the world of trade and be known as the Parker "Lucky Curve."

We have issued a little booklet "These Roads Lead to Success" which should be in the hands of every man selling Parker Pens. Each article is written by a man who has made a great success in Parker Pen selling, and who won a prize as well in telling so entertainingly how he did it. Each article is illustrated by a half-tone engraving of the author. A copy awaits your request.

FREE—A slanting front Show Case with your first order for four dozen Parker Pens. It is a beauty.

The Geo. S. Parker Jointless Lucky Curve.

No Joints,
No Threads,
No Leaks.

Contains **3** Patented
Improvements

{ ANTI-BREAK CAP, Pat. July, 1900.
LUCKY CURVE FEED, Pat. Jan., 1894.
SPRING LOCK, Pat. April, 1899.

Cuts of Jointless about 3-4 actual size.

No. 018, Price, \$2.00.

This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and it is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or through "that girl" you can do it with Parker No. 018. Not quite so large as the next size, but it is good and fully warranted.



No. 020, Price, \$2.50

This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money, we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse or stub point, as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted No. 021. A beautiful present for a birthday.

Parker Jointless "Lucky Curve" No. 020. Ladies' size. Price, \$2.50.



No. 023, Price, \$3.00

For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.



No. 024, Price, \$4.00.

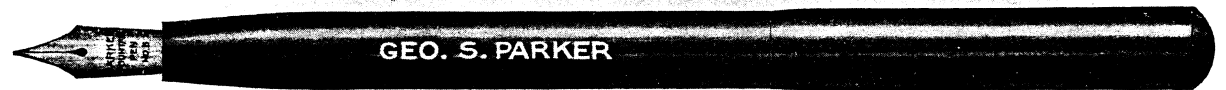
Much larger than No. 023. Has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to much greater degree. This style also furnished with a Manifold Pen for physician's use. For writing prescriptions the busy physician will find this pen a boon. With one writing by using a sheet of carbon paper, both an original and duplicate copy are made.



No. 025, Price, \$5.00.

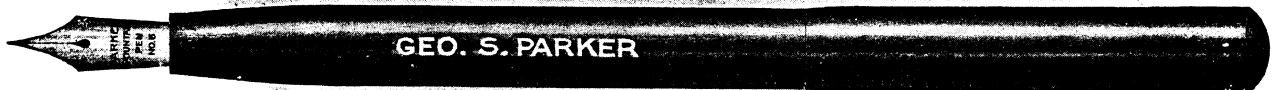
Is next to the largest pen we manufacture. This is indeed a grand pen. The feeling of real luxury this pen affords when in the hand of the writer, the beautiful large, shining gold pen, has won for it the name of the "professional man's pen."

Fully as many pens of this style are, however, sold to other than to professional people. Large as it is, it is one of the most easy and restful pens with which to write. For father, brother, or husband, this pen would make a present that would last a lifetime and afford a never-ending source of pleasure.



No. 026, Price, \$6.00.

This pen is a regular Goliath. It might be too large for you, but there are many people who find pleasure



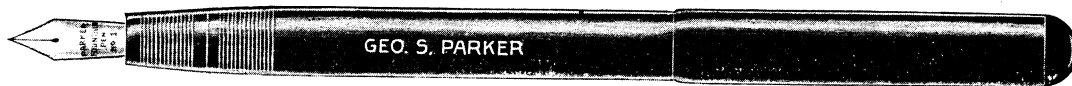
and comfort in using such a pen. It, of course, holds an immense supply of ink. It has a "feel" to it that is only afforded by such a pen, and it has many warm friends.

"Hair line," fine, medium, coarse or stub points, as ordered.

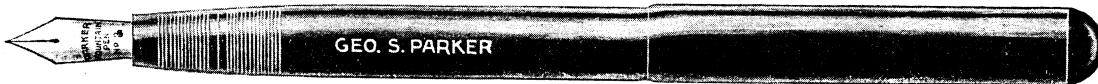
ENGRAVING. Initials and names can be engraved on Parker Pens, either upon gold coverings or upon the vulcanite itself, the lettering upon which may be filled in either red or white. Identification and recovery of lost pens may frequently result through this precaution. Cost of engraving, 25 cents for nine letters or less; 3 cents extra for each additional letter or figure.

THE GEO. S. PARKER SCREW JOINT "LUCKY CURVE" FOUNTAIN PEN.

ANTI-BREAK CAP. Warranted against Cracking or Splitting for One Year.



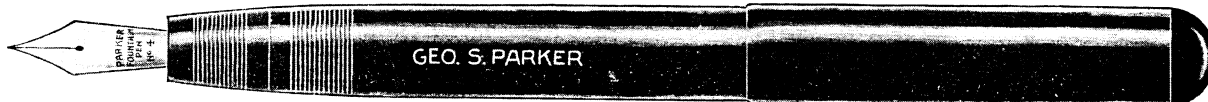
No. 18. Price, \$2.00. Has the famous "Lucky Curve" and the Anti-Break Cap. This fountain is exactly the same as the Jointless No. 018 with the exception of the screw joint. It has the "Lucky Curve" and the Anti-Break Cap fully warranted. If you prefer a pen with a screw joint, here it is.



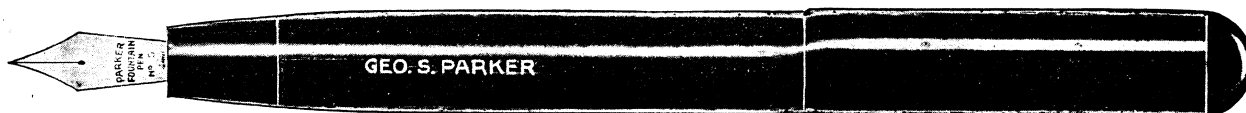
No. 20. Price, \$2.50. Same as above except it has a size larger pen and holder. Is also larger than No. 18. Made with smooth or threaded end where fingers grasp the fountain.



No. 23. Price, \$3.00. This number can be supplied, when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel" will richly repay any one to purchase this pen if they are connoisseurs.



No. 24. Price, \$4.00. This pen is much larger than the general run of pens, and they are purchased by those who know just what they want and can afford to pay the higher price necessary for the larger and finer pen.



No. 25. Price, \$5.00. If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth, shining pen glides swiftly over the paper.



No. 021. Price, \$3.50. Is about the neatest and most pleasing looking gold mounted pen that we have ever seen. A few of these in your stock of pens will brighten up the display wonderfully.



No. 80. Price, \$10.00. Covered with 18K gold, of rich design. Most beautiful pen ever made. Same in sterling silver, \$8.00. Plush or Morocco hinged-cover box, \$1.00 extra.



Price, \$4.00. PARKER JOINTLESS "LUCKY CURVE" SHORTHAND AND BOOKKEEPERS' PEN. When ordering this special No. 024, always state for what purpose it is desired—whether for bookkeeping or shorthand, as the pens are made especially for purpose mentioned. Can be furnished with hair line point when desired. This pen can be furnished in Nos. 020, 023, as well No. 024. Shorthand writers swear by this pen, and it is certainly a trade winner.



No. 023 Hexagon, \$3.00. New. Just out. The coming favorite.

PARKER FOUNTAIN PEN INK—Always a good seller. Retails 20c per bottle. \$1.00 per dozen net, to the trade, or \$2.70 per quarter gross box. Parker Ink with Rubber Cork Filler. Retails 25c per bottle, or \$1.25 per dozen net. A ready and easy seller.

The Geo. S. Parker Old Style Fountain Pen.

Reduction We have been asked many times for a pen with fancy barrels that our customers could sell that was stamped "Parker," and fitted with the "Lucky Curve" and fully warranted. To do this we have decided to make a sweeping reduction in the price of our old-style pens, which will enable our friends to sell these high-grade goods at the same price charged for inferior goods sold under any name. The same high quality will be maintained in the goods even at the reduced figures. The only thing that has suffered in the reduction is the price. Why sell inferior makes of pens when you can buy Parker No. 1 to sell at \$1.50?



No. 1. Plain barrel, former price, \$2.00. Now \$1.50 Underfeed if so ordered.



No. 3. Ladies' size, former price, \$2.50. Now \$2.00.



No. 3. Chased barrel straight or taper cap, former price, \$2.50. Now \$2.00.



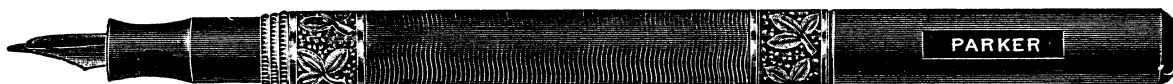
No. 5. Spiral black or mottled rubber, former price, \$3.00. Now \$2.50.



No. 6. Fountain ladies' or gentlemen's size, gold mounted. Price, \$3.00.



No. 8. Hexagon, former price, \$3.00. Now 2.50.



No. 9. Gold mounted. Price, \$4.00. Underfeed if so ordered.



No. 10. Twist. Price, \$3.00.



No. 11. Gold. Price, \$6.00. Silver, same pattern, \$5.00. Underfeed if so ordered.



No. 11. Aluminum. Price, \$3.50.

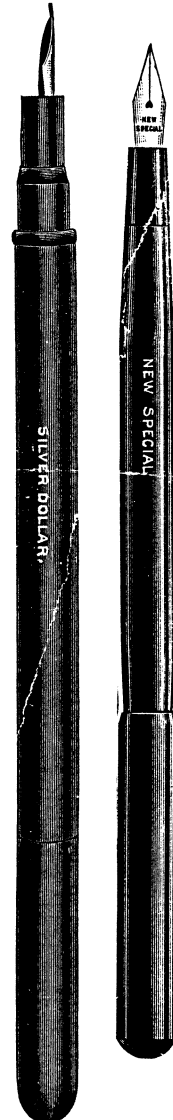


No. 12. Full pearl. A beauty. Price, \$6.00. Underfeed if so ordered.

These prices are really bargains. If you want some to sell cheap, here they are. We permit dealers to make their own selling prices on these two styles. These pens are both screw joint and do not have the lucky curve.

Silver Dollar.
Upper or lower feed as desired. Price, \$1.00.

New Special.
(Cut 3/4 size). Price, \$1.50.

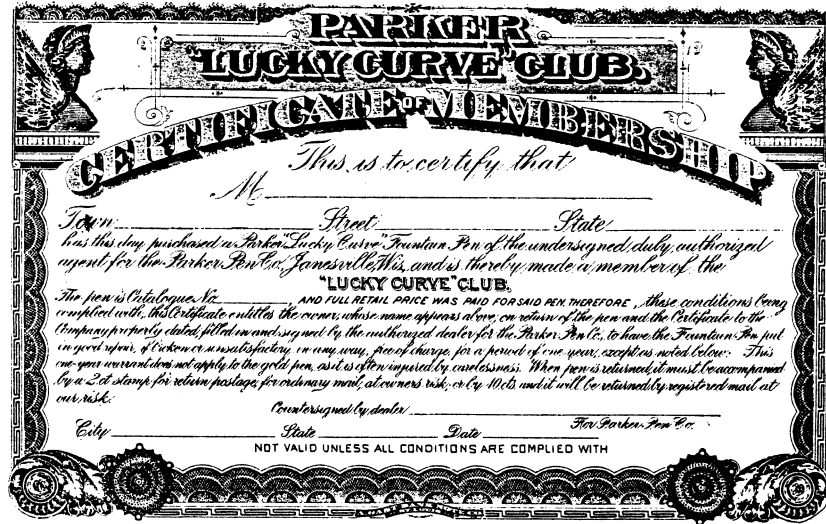


(Supplied under the name of "Palmer Pen" if desired.)

The "Lucky Curve" Club.

Here is one of the big helps to be given to Pushing Parker Pen sellers for the year 1902.

With each Parker "Lucky Curve" sold this year will be given a handsomely engraved lithographed Certificate, about 6 x 9 Inches. When a dealer sells a "Lucky Curve," he fills in the name of the buyer, the Catalogue number of the pen, the price paid, and the countersign for the Company. The owner of the Certificate is thus made a member of



FAC SIMILE (REDUCED SIZE) LUCKY CURVE CERTIFICATE.

The "Lucky Curve" Club,

which entitles him to have all parts of his Fountain (with the exception of the gold pen) KEPT IN REPAIR FREE OF CHARGE for one year, on return of the Fountain to THE PARKER Pen Company, accompanied by Certificate for identification.

Whenever you sell a PARKER PEN fill in the Certificate. Fully explain the features of the warrant. As a result the customer will be pleased. He will tell his friends; show them the Certificate you have given him, and the result is you are well advertised and SELL MORE PENS.

All dealers who are using them are meeting with exceptional success in this sale of the "Lucky Curve." There is nothing too good for the dealer who sells the PARKER PEN, and this is one of the helps we are going to give you this year.

It warrants the Fountain to give satisfaction.
 It warrants the cap not to break — if it does, a new one
 It warrants the feed not to break — if it does, a new one
 It warrants the nozzle not to break — if it does, a new one
 It warrants the Spring Lock not to break — if it does, a new one

FREE.

Use these Certificates in connection with the new poster, which refers to these Accident Policies or Certificates, and your success will be assured.

Do Not Fail to Read "These Roads Lead to Success," and "The Little Things Make the Big."

TRADE DISCOUNTS.

The following liberal discounts will apply to the Parker Pens and other goods listed in this issue of Side Talks: In lots of ¼ dozen or excess, 40 per cent. discount; lots of one dozen or greater will carry the highest rate of discount, namely 50 per cent. The above discounts will also apply to the "Special" Fountain Pen. On the "Silver Dollar" Fountain Pen, in lots of ¼ dozen or excess, 33½ per cent., and on one dozen or upward, 40 per cent.; all subject to a cash discount of 2 per cent. if the bill is paid within ten days from date, otherwise thirty days net.

The exception to the foregoing will be, dealers whose accounts show that they have purchased of us within one year preceding date of order, \$50.00 worth or more of our goods, will be entitled to highest quantity discount on all purchases, large or small.

If a man wants a pen, he is surely willing to pay for it and never will be more willing to buy than the moment you convince him he should own a Lucky Curve.

What is worth doing at all is worth doing well. The other fellow may not know all the good plans of doing business, but he may know some. The plan that has brought marked success in another city ought, under like conditions, to bring success to you. The special show-case idea is one of the successes.



Do you want to get the cream of the Fountain Pen business? You can get it if you will make the conditions right. We have started many a man on the royal road to successful Fountain Pen selling. We wish we could convey the pleasure it would give us, if you would let us do it for you. We can make the way easy. Write us and we will tell you how.

SAMPLE HISTORY.

What will a case assortment do? What will the best weapons do under the direction of a skillful general? Bring results. Exactly so with a battery of Lucky Curves, with the right kind of men behind the selling. Here is an extract from a firm well known to many in the South, who show what good goods, attractively displayed, with skillful managing generals behind the guns, can do. This firm, Hart & Parker (not related to the Parker Pen Co.), ordered a six-dozen case of goods, which reached them March 1, 1902. Here is what they say:

SHREVEPORT, LA., March 13, 1902.

The Parker Pen Co., Janesville, Wis.

GENTLEMEN: We are in receipt of your esteemed favor of the 10th. We note that you have mailed us some more advertising matter. We will state that we have on hand 37 Fountain Pens, which shows a sale of 35 since the receipt of the shipment, which was received March 1st. We call attention to this to show you that we have been pushing the sale of them, WITH SUCCESS.

Our force are all carrying two pens each in their pockets, and bring them to the notice of callers. We use some tact in calling notice to them. For instance: A party started to write us a check for account; Mrs. W. said "Wait a minute, use this", handing him a \$5.00 pen, and, when he came to the filling in of the amount, said "Add \$5.00 to the check and you can keep the beautiful Lucky Curve." She made the sale.

Very truly,

HART & PARKER, PER H. S. H.

There is no patent on success, but it does require effort. If you are willing to do that, write us and we will outline a plan to you that will aid you in developing a Fountain Pen business for you that will bring to you the same degree of success that others now have. When may we have the pleasure of hearing from you?

Enthusiasm is to the Business Man what Steam is to the Locomotive. Open the Throttle.

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects.

August, 1902.

JANESVILLE, WIS., U. S. A.

No. 36.



**Get in Vibration with Success
by using Successful Methods.**

JUST SIT DOWN a moment and close your eyes and picture to yourself all the possible customers for the "Lucky Curve" Pen who enter your store from day to day. Revolve in your mind whether or not it would be a delightful sensation to have these possibilities drop into your till, the price of a Parker Pen on which the profit would be from 75 cents to \$5.00 according to the price of the pen. Now, this is just what is happening each day. If your customers don't drop their money into your till for Parker Pens, it is simply because you do not make the conditions right for them to do so. You are thereby actually losing money every day, though you may not know it.

Now, the Parker Pen is not simply a good Pen!

It is the best pen made. All the skill and ingenuity that can be brought to bear to bring it to a perfected form have been done. It contains the famous and world-wide known improvements, such as

*The New Bell Shaped "Lucky Curve" Feed,
The Anti-Break Cap,
The Spring Lock,*

All of which are covered against breakage or trouble by the wonderful warrant contained in the "Lucky Curve" Club Certificate, issued with each Parker Pen, to those who have made the conditions right.

These features make it a distinctive pen—a pen that is remembered as the "Lucky Curve" Parker Pen. Customers call for it—recommend it to their friends, for the merits of the "Lucky Curve" are world-wide.

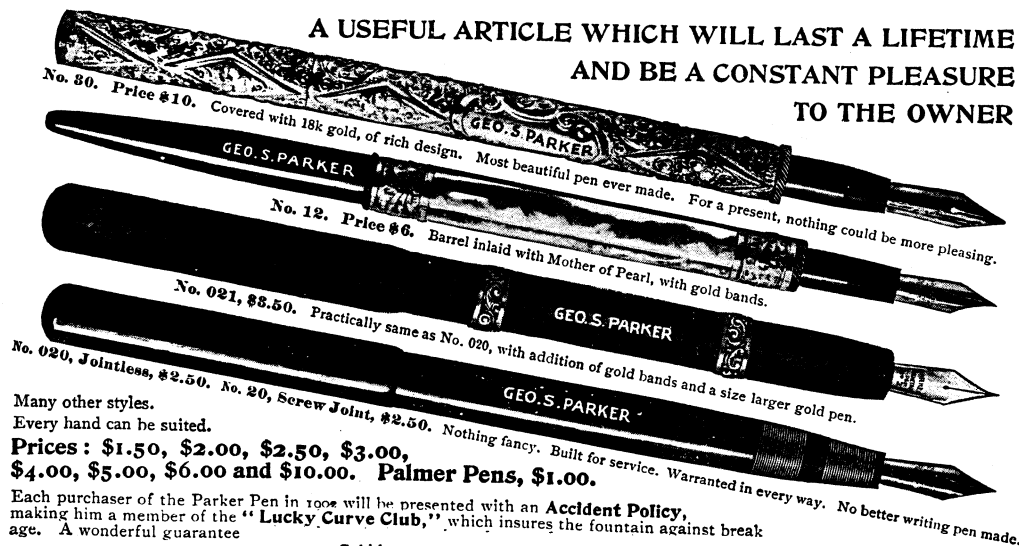
These are prosperous times.

People are learning to spend their money not alone for the bare necessities of life, but for some of its comforts and conveniences as well as luxuries. Any one can buy a steel pen for a penny and a lead pencil for five cents, and yet millions are being educated up to the point of buying a modern, much advertised, genuine Parker "Lucky Curve" Fountain Pen and pay \$2.00 or more for it.

Not only are the public being educated, but the people are actually **buying** the goods. How can we induce people right in your own town to buy Parker Pens? Look at this ad. and it will tell the story:

If You Want to Make Either a Friend or Yourself Happy, Buy a
Parker "Lucky Curve" Fountain Pen

**A USEFUL ARTICLE WHICH WILL LAST A LIFETIME
 AND BE A CONSTANT PLEASURE
 TO THE OWNER**



Many other styles.

Every hand can be suited.

**Prices: \$1.50, \$2.00, \$2.50, \$3.00,
 \$4.00, \$5.00, \$6.00 and \$10.00. Palmer Pens, \$1.00.**

Each purchaser of the Parker Pen in 1908 will be presented with an **Accident Policy**, making him a member of the "**Lucky Curve Club**," which insures the fountain against break age. A wonderful guarantee

Sold by representative dealers everywhere.

Made by The Parker Pen Co., Janesville, Wis.

More than twenty million other people have and will see the above advertisement in these publications which have a circulation right among your own customers:

**Youth's Companion,
 Munsey's,
 Outlook,
 Cosmopolitan,
 Pearson,
 McClures,
 Saturday Evening Post,**

**Collier's Weekly,
 Harper's,
 Everybody's,
 Literary Digest,
 Public Opinion,
 Review of Reviews,
 Leslie's, and many others.**

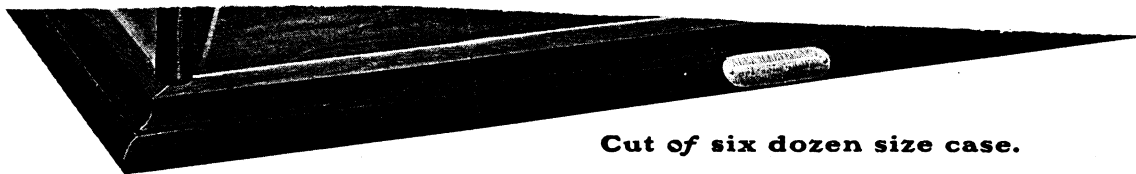
Don't you think this will arouse the buying power of the multitude? If you think not, you simply are not aware of the sights visible to the man behind the guns, for we can tell you that it is. It is doing wonders for those who are selling Parker Pens, and will work wonders for you, if you will co-operate with us.

Would you not like to get in vibration with success and successful methods?

We can be the medium.

We can crystalize and focus the rays of success by enabling you to make sales to your customers that our advertising and our goods and our methods are creating.

Success consists in remembering to steer clear of a mistake you have once made. Success means the ability to overcome obstacles and reverses. Success comes to those who move forward be it ever so slowly so long as you advance some. Hold your head up, aim high, clench your fist. Set your jaw firmly, and push forward with a determination. Let your watchword be, "I will."



Cut of six dozen size case.

How will this case, filled with Parker's "Lucky Curves," do it? Exceedingly simple.

Good as the Parker Pens are, they are not an absolute necessity. For this reason the method of handling the case is different, perhaps, from any other class of goods.

This case set in the front part of your store, in a conspicuous position, so that it can be seen by all who enter the store, will call to the mind of the possible customer that here is the VERY "Lucky Curve" Parker Pen that he has seen advertised in the Youth's Companion or Cosmopolitan, or whatever publication it might have been. At any rate, it is the pen of which he has heard so much.

He is interested in it for one thing, because he has seen it advertised so much. It is to him a "buying suggestion." He reasons to himself: "I have been thinking of buying a Fountain Pen for some time, here is my opportunity and I will investigate the merits of the "Lucky Curve," so he walks up to the Show Case and asks to see the pen with the "Lucky Curve"—probably remarks that he has been thinking for some time of buying a pen.

As a result, he "presses the button," and you would not be the polite, diplomatic and successful hustling merchant that Dun and Bradstreet say you are, if you did not do the rest.

While he is trying the pen you are telling him about the wonderful warrant afforded by the "Lucky Curve" Club Certificate, the famous "Lucky Curve" itself, the "Anti Break Cap," the great comfort and convenience to be afforded from its use as compared with a steel pen, and almost before you know it the sale is made.

When you know you are in the right and you make up your mind to succeed in any particular thing and you carry that determination through to a successful termination, you have added one more step to those already built, that lead to success.

When you give up and say, "I can't," one step is torn down.

We take the risk.

We help you drum up trade and send customers to you.

You do the rest.

We are not offering you a one-sided affair, for we bind ourselves to make good our proposition.

If you want to follow a plan that is a tried success—that is being followed by other representative, bright, wide-awake dealers now selling the Parker, who are ready for anything that comes along that will help business and swell up the profits, then you will be interested.

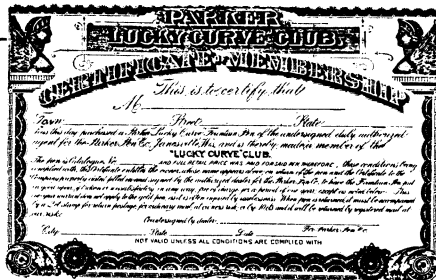
We want to hear from you, for we can help you. May we have this pleasure?

Sincerely yours

The Parker Pen Co.

Nothing brings such quick returns as kindness, gentleness, cheerfulness and lending a helping hand.

This Accident Policy



With Every Parker Pen.

**PRICE LIST OF
THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.**

Contains **3** Patented Improvements: { **ANTI-BREAK CAP, LUCKY CURVE FEED, SPRING LOCK,** Pat. July, 1900. Pat. Jan., 1894. Pat. April, 1899.



SHOWING FEEDING MECHANISM REMOVED READY FOR FILLING.
Cuts of Jointless pens about $\frac{3}{4}$ size.

No. 018. Price, \$2.00. Jointless.



This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money; and it is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or through "that girl," you can do it with a Parker No. 018. Not quite so large as the next size, but it is good and fully warranted.

No. 020. Price, \$2.50. Jointless.



This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse or stub point as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted No. 021. A beautiful present for a birthday.

Nos. 020, 023 and 024, fitted especially for shorthand writing when so ordered. Same numbers supplied with pens especially for manifold purposes, only when specially ordered.

No. 023. Price, \$3.00. Jointless.



For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.

No. 024. Price, \$4.00. Jointless.



Much larger than the No. 023 has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to a much greater degree. This style also furnished with Manifold Pen, for Physicians' use. For writing prescriptions the busy physician will find this pen a boon. With one writing by using a sheet of carbon paper, both an original and duplicate copy are made.

Price, \$4.00. Jointless.

PARKER JOINTLESS "LUCKY CURVE" SHORTHAND AND BOOKKEEPERS' PEN.

When ordering this special No. 024, always state for what purpose it is desired—whether for bookkeeping or shorthand, as the pens are made especially for purpose mentioned. Can be furnished with hair line point when desired. The cuts but imperfectly represent the pens. To appreciate the real beauty of these pens, they must be seen.

No. 025. Price, \$5.00. Jointless.



Is next to the largest pen we manufacture. Only one size larger is made—No. 026. This is indeed a grand pen. The feeling of real luxury this pen affords when in the hand of the writer, the beautiful, large, shining, gold pen, has won for it the name of the "professional man's pen." Fully as many pens of this style are, however, sold to other than to professional people. Large as it is, it is one of the most easy and restful pens with which to write. For father, brother or husband, this pen would make a present that would last a lifetime, and afford a never-ending source of pleasure.

Pens especially for shorthand writers fitted to Nos. 020, 20, 023, 23, 024 and 24, when so ordered.

Grumbling kills friends, and makes you a miserable creature.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.

No. 026. Price, \$6.00. Jointless.



No. 026. This pen is a regular Goliath. It might be too large for you, but there are many people who find pleasure and comfort in using such a pen. It, of course, holds an immense supply of ink. It has a "feel" to it that is only afforded by such a pen, and it has many warm friends.

ANTI-BREAK CAP.

Warranted Against Cracking or Splitting for One Year.

No. 18. Price, \$2.00. Screw Joint.



No. 18. Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018, with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. If you prefer a pen with a screw joint, here it is.

No. 20. Price, \$2.50. Screw Joint.



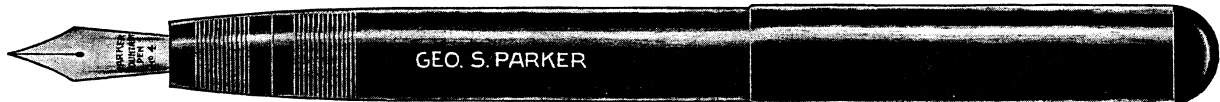
No. 20. Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain.

No. 23. Price, \$3.00. Screw Joint.



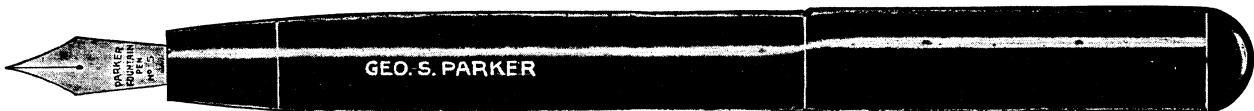
No. 23. This No. can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

No. 24. Price, \$4.00. Screw Joint.



No. 24. Price \$4.00. This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen.

No. 25. Price, \$5.00. Screw Joint.



No. 25. Price \$5.00. If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.

The Geo. S. Parker Old Style Fountain Pen.

No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.



A neat little pen. Has the "Lucky Curve." Screw Joint. Does not have the Anti-Break Cap. Over Feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.

Don't be a negative proposition for fear of making a mistake. The man who dares nothing seldom makes mistakes or any thing else. A leader is the one who may make mistakes but who will succeed.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.

No. 3. Ladies' Size. Price, \$2.00.



Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class.

No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.



Considerably larger than the Ladies' size of the same No. Has the "Lucky Curve" and is an over-feed pen.

No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.



Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold.

No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.



This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same as shown in engraving, the other, ladies' size, considerably smaller.

No. 8. Hexagon. Price, \$2.50.



Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber.

No. 9. Gold Mounted. Price, \$4.00.



This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way.

No. 10. Twist. Price, \$3.00.



This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty.

Physicians' Pen. Price, \$5.00.

See Page 9. Fitted with No. 4 Gold Pen in fountain. In opposite end of fountain is fitted Registered Fever Thermometer with certificate showing corrected readings, for physicians' use. The most useful, convenient combination ever put in a physician's pocket.

No. 11. Gold. Price, \$6.00. Silver, Same Pattern, \$5.00.



No. 11. Price \$6.00. This is a most beautiful pen. The barrel is covered with 18K rolled gold of rich design. For presentation purposes this is the popular pen. Same design in Sterling Silver \$5.00.

No. 11. Aluminum. Price, \$3.50.

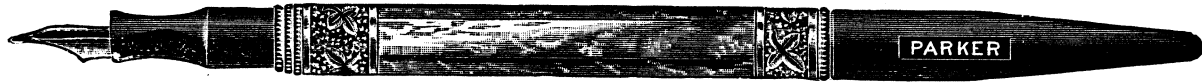


No. 11. Aluminum. Price \$3.50. The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired.

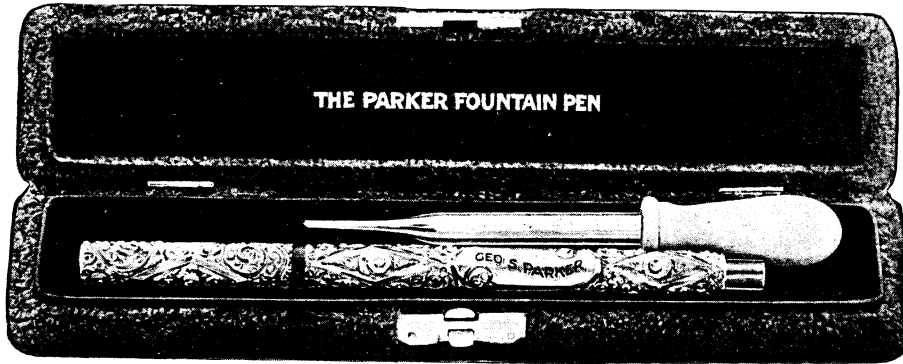
Fortune doesn't make appointments or send announcement cards. She often comes to a man's door when he is at the corner saloon telling what he would do if he had the price.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.

No. 12. Full Pearl. A Beauty. Price, \$6.00.



No. 12. Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes. Where the plush boxes are wanted, see below.



FIT FOR A QUEEN.

This cut represents plush box, which is usually sold with the more fancy pens. It is an exceedingly beautiful box, covered with rich, heavy plush, delicately lined, and makes a setting for such pens as Nos. 6, 11, 12 or 30 a most pleasing one.

**Price of Box,
\$1.00 Extra.**

Can supply same box, Morocco covered, at same price, which is possibly even more rich-looking than the plush box. In ordering, please designate your choice of either plush or Morocco covered.

No. 30. Price, \$10.00. (New.)



Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. In November last we tried the experiment of marketing a ten dollar pen. We discovered something we did not know before, and that is, there are many who have the money to spend for such an article, providing it is what they want. We sold more than ten times as many of these high-priced pens as we anticipated. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. If you want to make some dear friend a present that will be treasured for a life-time, and be handed down as an heirloom the No. 30 will fill the bill. For presentation purposes to some officer or member of society, lodge or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired. Beautiful plush or morocco hinged covered case, satin lined, \$1.00 extra.

No. 021. Jointless. Price, \$3.50. (New.)



In fact, we have a good deal of difficulty to keep up with the demand. This is really a very pretty pen. It is practically our No. 020 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen that we have ever seen.

No. 023. Hexagon. Price, \$3.00. (New.) Cut 3/4 size.



Just out. The coming favorite. Seems to just strike the fancy of those who are looking for something new in the way of a fountain pen.

CHEAPER PENS.

New Special.

(Cut 3/4 size.)

Price, \$1.50.



Silver Dollar.

Upper or Lower Feed as desired.

Price, \$1.00.



(SUPPLIED UNDER THE NAME OF "PALMER PEN," IF DESIRED.)

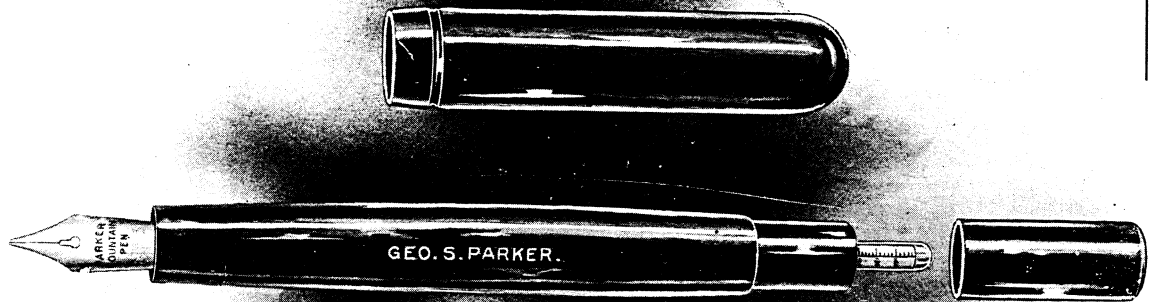
These pens are cheap, but good. They are not sold as equal to the Lucky Curve Parker, for they are not. They are good pens for the money. Both have gold pens. Have screw joints and do not have Lucky Curve feed. Best the market affords for the price.

REPAIRS

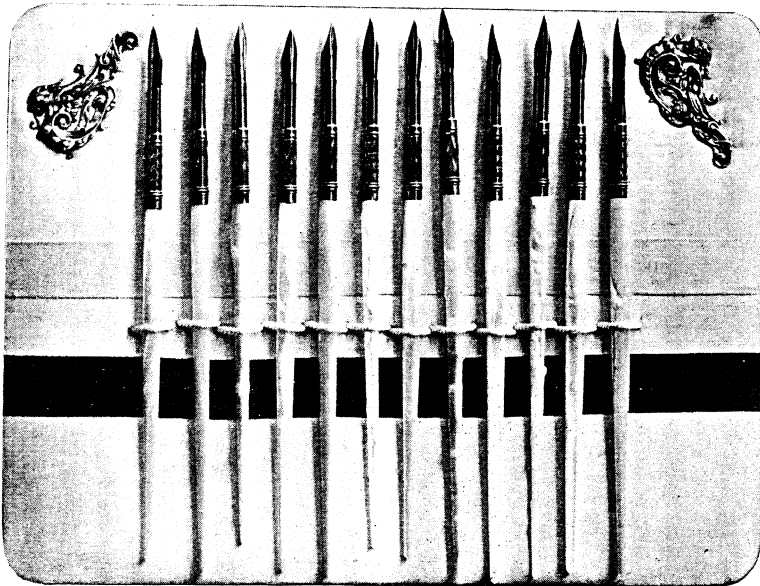
We repair all makes of fountain pens with neatness and despatch. Always empty ink from barrel when sending pens for repair, and be sure and put your name on the package as well as to write what you wish done. We will then guarantee prompt and satisfactory service.

Physician's Fountain Pen.

We have at last produced a really successful Clinical Thermometer Fountain Pen. The cut of the Parker Jointless Physician's Pen will interest every successful practicing physician in the world. This is the combination that is invaluable to the busy physician. Accompanying each thermometer is a certified certificate that it has been corrected to the Yale Observatory Standard, which is known by all physicians to be correct. The cut so clearly illustrates the pen that a description is hardly necessary. To show one of these to the successful practicing physician is to make a sale.



Parker Jointless Physician's Thermometer Fountain Pen, Price, \$6.00. Smaller Size, \$5.00.



PEARL DESK HOLDERS.

Here is something that sells each year in great numbers. People buy them who are looking for something pretty. Our advice to the public has always been to buy a fountain pen instead of a desk pen. Still there remains the demand for the pearl goods just the same. The assortment which we have to offer you this year is a very nice one. They are nicely put up on a neat tray with easel. Tray is in colors, has metal ornaments as shown in the engraving. You can sell these goods where you cannot sell a fountain pen to a certain class of trade, and it will pay you to order a dozen or two. They are put up in two sizes. The No. 1 assortment is shown in the engraving on opposite side. The pens are 14k. The stocks are of two varieties, part plain and part rustic. The No. 2 assortment contains larger pens and larger and better pearl sticks. The price of the No. 1 assortment is \$7.00, and the price of the No. 2 is \$9.00. This includes handsome leatherette boxes. If Plush boxes are desired would add \$2.50 per dozen to above price. We will guarantee you will be pleased with them for they are really better than we represent them.

TRY THE PARKER INKS

And you will be pleased and save money as well. New packages and fine sellers.

- 2 oz. 5c** Bottle Writing Fluid, Square Bottle. Very attractive. A better looker than any 5c fluid sold. Net price \$4.20 the gross.
- 4 oz. 10c** Bottle Writing Fluid, Wide Mouth, and the most handsome bottle sold. The best 10c package ever put out. Net price \$7.20 per gross.
- 25c Fountain Pen Ink**
Now ready. Rubber cork and filler all combined. Bottle low with wide base. Just the thing for desk, or traveler's use. Is a splendid seller. Price net \$1.25 the dozen, or \$15.00 the gross.

- Quarts Fluid** \$3.75 the dozen. Nothing better sold at any price.
- 5c Ivory Paste** A neat little package with nickel top, 35c net the dozen. A big seller.
- Quart Jars Ivory Paste** \$4.50 the dozen.
- Bankers Safety Ink. Acids will not affect it.**
A wonderful seller to Bankers, Insurance Men, Lawyers and in fact all professional people.
Quarts, retail \$1.00; wholesale, \$6.00 doz.
Pints, retail 60c; wholesale, \$3.60 doz.

Prices:

PARKER TYPEWRITER RIBBONS.

- Parker Ribbon, Quality AA1, assorted colors as desired, packed in tin boxes.....\$0.75
 - Parker Ribbon, Quality AA1, packed in handsome lithographed boxes..... 0.75
- Same Discounts as on Pens.

Quarts Fluid \$3.75 the dozen. Why pay \$4.80 to \$6.00? Buy Parker Inks and put the saving in your own pocket.

INKS!

Now is the time Inks move. In buying your next bill, would you not like to save a few dollars? You can do it by buying Parker Inks. We guarantee the quality of our goods to be equal to the best. There is nothing better made. Of course there is no objection to your buying Trust goods, but you must expect Trust Prices.



Parker Fountain Pen Ink.

Especially prepared for use in Fountain Pens. Put up in 4-oz. bottles. Each bottle packed in a handsome colored box with attractive lithograph label. Whether you are druggist, stationer or jeweler, you can easily sell a bottle of this ink with every pen sold, and a great many to people who already have pens.

New package with filler attached in stopper. Price, 25 cents, retail; wholesale, \$1.25 per dozen.

Same as above, without patent filler, 20 cents per bottle, retail; wholesale, \$1.00 per dozen, or \$2.75 per quarter gross. These are easy sellers. Quarter gross can be shipped as cheaply by freight as a dozen by express.

Parker's Self-Copying Ink.



A very heavy ink. Used where one desires to copy without a regular press.

4-oz. Bottles, per doz... \$2.40
 1/2-Pint Bottles, per doz. 4.80

Parker's Red Ink.



2-oz. Bottles, full measure, per dozen.....\$1.20
 4-oz. Bottles, full measure, per dozen..... 2.40
 1/2-Pint Bottles, full measure, per dozen..... 3.60

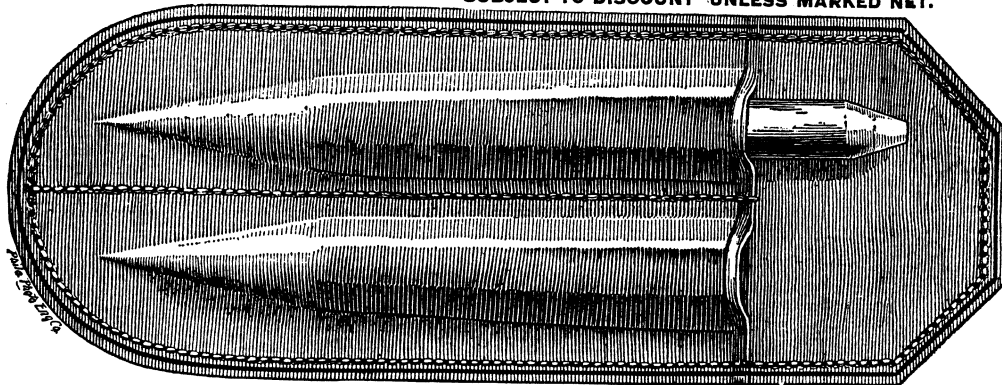
Parker's Liquid Glue.



1-oz. Jar, round, large mouth, per dozen.....\$1.20

Parker's Liquid Glue will stick glass, pottery, in fact almost everything.

SUBJECT TO DISCOUNT UNLESS MARKED NET.



QUARTS FLUID \$3.75 THE DOZEN. Why pay \$4.80 to \$6.00? Buy Parker Inks and put the saving in your own pocket.

Parker's Writing Fluid.

Quarts, full measure, per doz. \$7.00
 Pints, full measure, per doz... 4.00
 1/2-Pints, full measure, p. doz. 2.40
 2-oz. Bottles, per doz..... 1.20



Parker's Combined Writing and Copying Fluid.

Quarts, full measure, per doz. \$8.00
 Pints, full measure, per doz... 5.00
 1/2-Pints, full measure, p. doz. 3.60
 4-oz. Bottles, full measure, per dozen 2.40



Parker's Black Ink.



2-oz. Cones, per list. Gross Net.
 dozen\$0.60 \$3.00
 4-oz. Bottles, per dozen 1.20

Parker's Magic or Invisible Ink.



A good deal of a novelty, yet it has quite a sale. A sheet can be written and no one be aware of its contents unless the sheet is heated, when the writing appears. Price, per dozen.....\$3.00

Parker's Mucilage.



Per Doz.
 2-oz. Bottles.....\$.60
 4-oz. Bottles..... 1.20
 1/2-Pint Bottles..... 3.00
 Pint Bottles..... 4.50
 Quart Bottles..... 8.00

Carbon Paper.

100 sheets in a box, size 8x12 inches, net.....\$4.00

In ordering, always say whether for Pen or Typewriter.

Fountain Pocket Holder.

Prices:
 No. 1 Pocket, 1 part.....10c
 No. 2 Pocket, 2 parts.....15c
 No. 3 Pocket, 3 parts.....25c

Subject to same discounts as pens.

SHORTHAND



ISAAC S. DEMENT.

Prof. Isaac S. Dement is the famous author of the Dement Pitmanic Shorthand. More than this, he is the world's greatest shorthand writer, having broken the world's record for speed on more than one occasion, and has actually written over 400 words per minute, and did it with a Parker Pen. Very naturally you will be interested in reading what this wonderful man says about the Parker.

Geo. S. Parker Pen Co., Janesville, Wis.

Gentlemen: You have the only fountain pen that will stand high-speed work in shorthand, and a pen that will stand anything. I have used one of your pens for a long time, and it has never failed to respond. I have tried every fountain pen that has come to my notice, in the hope of finding one upon which I could rely in taking rapid shorthand notes, and yours is the only one that is absolutely reliable. Your "Lucky Curve" was an inspiration.

Very truly yours,
ISAAC S. DEMENT.
Chicago, Ill.

Individual Effort.

There is nothing that succeeds like individual effort. The man who waits for business without making an effort to get it is not worthy of the business. Many men fail because they are too lazy to succeed.

The watching for the little leads, using tact, diplomacy, good everyday sense will bring success.

How to secure a \$4.00 Pen Free.

See the Due Bill that we send with each case order and when conditions are complied with, which are easy, the Due Bill is good for a \$4.00 "Lucky Curve."

J. B. LEEMON,
BOOKS AND STATIONERY,
Parker Pen Co., Janesville, Wis.

GENTLEMEN:—I am sending you a pen for repair, to which you will please give attention. I have had a nice trade in Parker Pens, and I congratulate you upon your success in making such a pen. The general verdict is, "You could not give me any other than a "Lucky curve." I will soon have to order more.

SPARTA, ILL.

Yours truly,
J. B. LEEMON.

We are conducting our business pretty nearly as we would like to have you operate it if you were manufacturing the "Curves" and we retailing. Therefore, it has been our pleasure to refer thousands of prospective buyers who write us in response to our magazine advertising to the dealer from whose territory the inquiry comes. We think the dealer who is pushing the sale of the Parker, WHO HAS HIS MONEY IN STOCK, PAYS TAXES, HAS CLERK HIRE AND OTHER FIXED EXPENSES, OUGHT TO SHARE THE PROFIT ON EVERY PARKER PEN SOLD IN HIS TERRITORY. That is why we have turned trade to Mr. Kadan, as we have to thousands of other dealers. Do they appreciate this kind treatment? Just read Mr. Kadan's letter and see.

The Parker Pen Co., Janesville, Wis.

GENTLEMEN:—In reply to yours of late date would say in regard to A. K. Koorman. He called at my store this eve and I have had no trouble in selling him a "Lucky Curve" Fountain Pen, for which please accept my sincere thanks. Am glad to state that the Parkers are selling nicely. Will consider it a pleasure to place a nice order with your firm soon. Your pens give such excellent satisfaction that it is a pleasure to sell them, and you may rest assured that anything I can do to help the sale of the Parker, I will do gladly. I remain with thanks, Yours for business, J. M. KADAN.

GRAND HAVEN, Mich.

Do you want to get the cream of the Fountain Pen business? You can get it if you will make the conditions right. We have started many a man on the royal road to successful Fountain Pen selling. We wish we could convey the pleasure it would give us, if you would let us do it for you. We can make the way easy. Write us and we will tell you how.

SAMPLE HISTORY.

What will a case assortment do? What will the best weapons do under the direction of a skillful general? Bring results. Exactly so with a battery of "Lucky Curves," with the right kind of men behind the selling. Here is an extract from a firm well known to many in the South, who show what good goods, attractively displayed, with skillful managing generals behind the guns, can do. This firm, Hart & Parker (not related to the Parker Pen Co.), ordered a six-dozen case of goods, which reached them March 1, 1902. Here is what they say:

The Parker Pen Co., Janesville, Wis.

GENTLEMEN:—We are in receipt of your esteemed favor of the 10th. We note that you have mailed us some more advertising matter.

SHREVEPORT, La., March 13, 1902.

We will state that we have on hand 37 Fountain Pens, which shows a sale of 35 since the receipt of the shipment, which was received March 1st. We call attention to this to show you that we have been pushing the sale of them, with success.

Our force are all carrying two pens each in their pockets, and bring them to the notice of callers. We use some tact in calling notice to them. For instance: A party started to write us a check for account; Mrs. W. said "Wait a minute, use this," handing him a \$5.00 pen, and, when he came to the filling in of the amount, said "Add \$5.00 to the check and you can keep the beautiful Lucky Curve." She made the sale.

Very truly,

HART & PARKER, per H. S. H.

There is no patent on success, but it does require effort. If you are willing to do that, write us and we will outline a plan to you that will aid you in developing a Fountain Pen business for you that will bring to you the same degree of success that others now have. When may we have the pleasure of hearing from you?

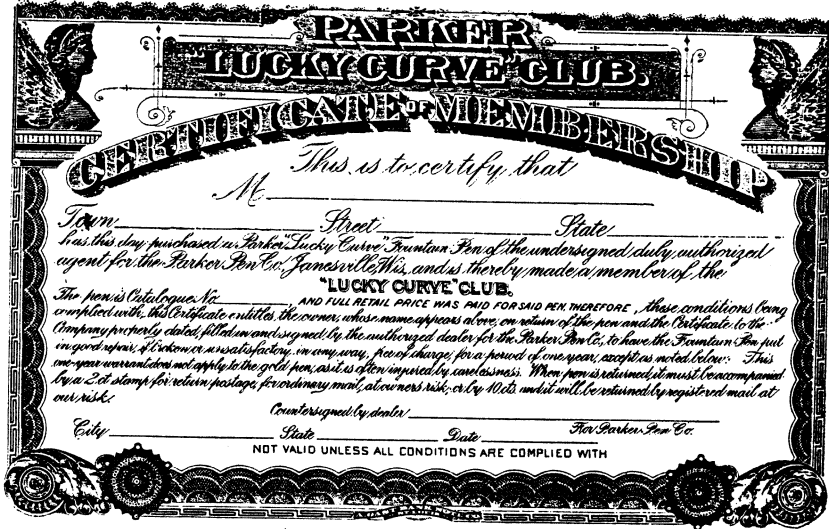
Enthusiasm is to the Business Man what Steam is to the Locomotive. Open the Throttle.

The "Lucky Curve" Club.

Here is one of the big helps to be given to Pushing Parker Pen sellers for the year 1902.

With each Parker "Lucky Curve" sold this year will be given a handsomely engraved lithographed Certificate, about 6x9 inches. When a dealer sells a "Lucky Curve," he fills in the name of the buyer, the Catalogue number of the pen, the price paid, and the countersign for the Company. The owner of the Certificate is thus made a member of

The "Lucky Curve" Club,



FAC SIMILE (REDUCED SIZE) LUCKY CURVE CERTIFICATE.

which entitles him to have all parts of his Fountain (with the exception of the gold pen) KEPT IN REPAIR FREE OF CHARGE for one year, on return of the Fountain to THE PARKER Pen Company, accompanied by Certificate for identification.

Whenever you sell a PARKER PEN fill in the Certificate. Fully explain the features of the warrant. As a result the customer will be pleased. He will tell his friends; show them the Certificate you have given him, and the result is you are well advertised and SELL MORE PENS.

All dealers who are using them are meeting with exceptional success in this sale of the "Lucky Curve." There is nothing too good for the dealer who sells the PARKER PEN, and this is one of the helps we are going to give you this year.

Have you one of our large five color posters, 35x50 inches? Will be glad to send you one. A beautiful window transparency, printed in 10 colors. Only 6x6 but a beauty. Shall we send you one of these also?

Parker Pen Co., Janesville, Wis.

BOTTINEAU, N. D.

GENTLEMEN:—Inclosed please find check in settlement of account. Please send me a few more Certificates of membership to the "Lucky Curve Club." It is, in my mind, one of the best schemes to sell "Lucky Curve" pens that you have hit on. Sold three pens in a few minutes, when putting the last invoice of pens in the case and showing bystanders the guarantees. Most truly yours, H. O. SHELDON.

IMPROVEMENT.

A sponge will hold a vast amount of liquid. It does it because there is such a wonderful amount of surface for the liquid to adhere to, thus permitting to become operative the law of the adhesion of liquids to solids.

From this reasoning was evolved an improvement in the Parker Lucky Curve Feed which we call the

Bell-Shaped Lucky Curve

on account of the peculiar bell shape of the feed finger which is made to correspond to the widening of the pen at the shoulder, thus:



The feeder is so fitted to the pen that there is a uniform space between the pen and the feed the entire length of the feed finger, presenting a vast amount of adhesive surface for the retention of the ink. This simple little improvement has worked wonders in the betterment of the Parker Pen.

It is adapting the lesson shown by nature to the better working of a fountain pen.

This splendid improvement is now incorporated in all Parker Lucky Curve Under-feed Fountain Pens.

It makes possible the using of all the ink in the reservoir as the Bell-Shaped Feed takes care of the surplus ink forced out of the ink channel and holds it in the space between the feed finger and the pen as shown herewith:



It co-operates with the Lucky Curve in absolutely prohibiting ink from leaking into the cap when the pen is carried in the pocket.

We are glad to present this feature to the trade as it will make the Parker Pen a greater favorite than ever before.

If you have a Parker Pen that is in any degree unsatisfactory send it in and we will be glad to insert in it our New Improved Bell-Shaped Lucky Curve Feeder free of charge.

Now is the time to order. Schools and colleges will soon open for the year. Be prepared to get your share of the trade by having a complete line of PARKER PENS.

Sept 1902

The GEO. S. PARKER Jointless Lucky Curve Fountain Pen

ANTI-BREAK CAP, Warranted Against Cracking or Splitting for One Year.

**Get in Vibration with Success
and Successful Methods.**

JUST sit down a moment and close your eyes and picture to yourself all the possible customers for the "Lucky Curve" Pen who enter your store from day to day. Resolve in your mind whether or not it would not be a delightful sensation to have these possibilities drop into your till, the price of a Parker Pen on which the profit would be from 75 cents to \$5.00 according to the price of the pen. Now, this is just what is happening each day, only the customers don't drop their money into your till for Parker Pens, simply because you do not make the conditions right for them to do so. You are thereby actually losing money every day, though you may not know it.

Now, the Parker Pen is not simply a good Pen!

It is the best pen made. All the skill and ingenuity that can be brought to bear to bring it to a perfected form have been done. It contains the famous and world-wide known improvements, such as

The "Lucky Curve" Feed,

The Anti-Break Cap,

The Spring Lock.

These features make it a distinctive pen—a pen that is remembered as the "Lucky Curve" Parker Pen. Customers call for it—recommend it to their friends, for the merits of the "Lucky Curve" are world-wide.

These are prosperous times.

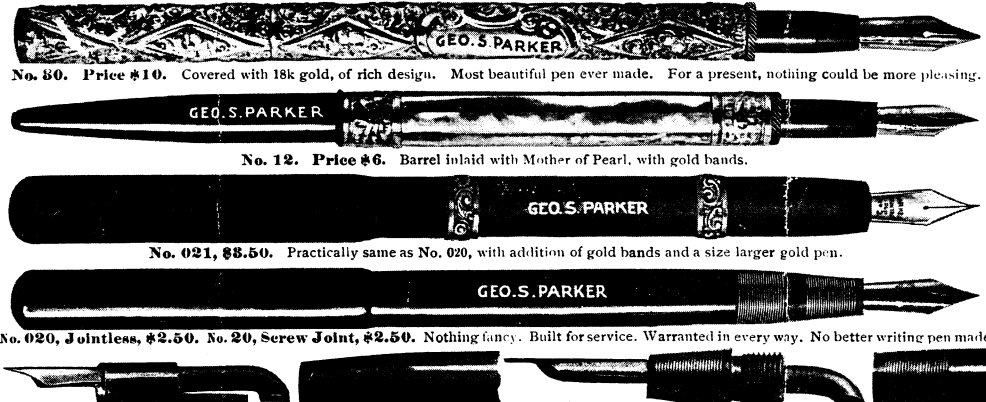
People are learning to spend their money not alone for the bare necessities of life, but for some of its comforts and conveniences as well as luxuries. Any one can buy a steel pen for a penny and a lead pencil for five cents, and yet millions are being educated up to the point of

buying a modern, much advertised, genuine Parker "Lucky Curve" Fountain Pen and pay \$2.00 or more for it.

Not only are the public being educated, but the people are actually **buying** the goods. How can we induce people right in your own town to buy Parker Pens? Look at this ad. and it will tell the story:

IF it has the **"LUCKY CURVE" Feed** It is the genuine **PARKER Fountain Pen**

A Scientific Improvement
The Lucky Curve stands for the best in fountain pen making.



No. 80. Price \$10. Covered with 18k gold, of rich design. Most beautiful pen ever made. For a present, nothing could be more pleasing.

No. 12. Price \$6. Barrel inlaid with Mother of Pearl, with gold bands.

No. 021, \$8.50. Practically same as No. 020, with addition of gold bands and a size larger gold pen.

No. 020, Jointless, \$2.50. No. 20, Screw Joint, \$2.50. Nothing fancy. Built for service. Warranted in every way. No better writing pen made.

Spring Lock Jointless, showing LUCKY CURVE. Screw Joint, showing LUCKY CURVE.

Anti-Break Cap, warranted against cracking or splitting. Made with Spring Lock or Screw Joint as desired, for ladies' or gentlemen's use. Nearly 7500 dealers sell the Parker Lucky Curves. If yours does not, write direct. Booklet free. Other numbers at less prices.

THE PARKER PEN COMPANY, Mill Street, Janesville, Wis.

More than twenty million other people have and will see the above advertisement in these publications which have a circulation right among your own customers:

**YOUTH'S COMPANION,
MUNSEY'S,
OUTLOOK,
COSMOPOLITAN,**

**LADIES' HOME JOURNAL,
McCLURE'S,
SATURDAY EVENING POST,
COLLIERS' WEEKLY,**

WORLD'S WORK, and many others.

Don't you think this will arouse the buying power of the multitude? If you think not, you simply are not aware of the sights visible to the man behind the guns, for we can tell you that it is. It is doing wonders for those who are selling Parker Pens, and will work wonders for you, if you will co-operate with us.

Would you not like to get in vibration with success and successful methods?

We can be the medium.

We can crystalize and focus the rays of success by enabling you to make sales to your customers that our advertising and our goods and our methods are creating.

How? By the use of one of our little Special Show Cases filled with "Lucky Curves," of which we present a cut herewith.



How will this case, filled with Parker's "Lucky Curves," do it? Exceedingly simple. Good as the Parker Pens are, they are not an absolute necessity. For this reason the method of handling the trade is different, perhaps, from any other class of goods.

This case set in the front part of your store, in a conspicuous position, so that it can be seen by all who enter the store, will call to the mind of the possible customer that here is the VERY "Lucky Curve" Parker Pen that he has seen advertised in the Youth's Companion or Cosmopolitan, or whatever publication it might have been. At any rate, it is the pen of which he has heard so much.

He is interested in it, for one thing, because he has seen it advertised so much. He remembers that he has been thinking of buying a Fountain Pen for some time, and here is an opportunity to see what the Parker "Lucky Curve" is like, so he walks up to the Show Case and asks to see the pen with the "Lucky Curve"—probably remarks that he has been thinking for some time of buying a pen.

As a result, he "presses the button," and you would not be the polite, diplomatic and successful merchant that Dun and Bradstreet say you are, if you did not do the rest.

If you are not thus equipped with case and goods, do you wonder why you are not doing the fountain pen business that properly belongs to you?

All dealers do not make equal successes because all dealers do not follow equally successful methods.

Don't you think the foregoing is Common Sense?

Does it not look reasonable to you? Does it not suggest to you that here is an opportunity for you to add a good many dollars to your bank account?

The plan suggested is not an experiment. It is the relating of everyday experiences that have proven the truth of every word of the foregoing.

Would you like to add to your stock an acknowledged money maker?

If you have confidence to believe us, and will send us an order for a four-dozen, or a six-dozen, or a twelve-dozen assortment of Parker Pens, we will send you a Show Case that will be an ornament to your store, to hold the number that corresponds to your order, and will guarantee the success of the investment, if you will follow the plan and method of selling that we will outline to you. In fact, we will make you the following proposition:

Send us a case order for goods as noted above and we will AGREE TO BUY BACK FROM YOU, at cost price, any of the goods remaining unsold any time after three months from the date of the last and final payment on the goods, providing, of course, that the pens are returned in good condition, and that the goods retailed have always been sold at full retail prices.

We take the risk.

We drum up the trade and send customers to you.

You do the rest. We want you to be with us, or we would not have mailed this to you.

We are not offering you a one-sided affair, for we bind ourselves to make good our proposition.

If you want to follow a plan that is a tried success—that is being followed by other representative, bright, wide-awake dealers now selling the Parker, who are ready for anything that comes along that will help business and swell up the profits, then you will be interested.

We want to hear from you, for we can help you. May we have this pleasure?

Sincerely your friend,

The Parker Pen Co.

Janesville, Wis., U. S. A.

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects.

October, 1902.

JANESVILLE, WIS., U. S. A.

No. 38.



Success Comes with Individual Effort. ✎ ✎

WHY does one man make money and another man, in the same town, never get ahead?

Why do comparatively few people succeed where many fail?

Every man has opportunities come to him, which, if he would grasp, would carry him to the land of success.

Some men are actually too lazy to succeed, for Success means work.

If an opportunity were presented to you to add all the way from \$50.00 to \$200.00 per year, to your income, and the success or failure depended upon the individual effort of yourself, and you knew it, it would not be necessary to point out that you would not be slow in taking hold of it.

We are sending this to you for a very simple reason.

We are pointing to a plan that you can easily take hold of, that with YOUR INDIVIDUAL effort, the power, the commanding genius, the ability YOU POSSESS, and of all of which you are the commanding General, you can command success.

We are showing you a road to one success that will lead to others,—a road that presents the least possible resistance to reach an individual personal success.

It is by the "Lucky Curve" route.

By one of the most comprehensive advertising campaigns ever conceived, we are creating business

for someone,—for YOU, right among your customers. We are telling your customers that the Parker "Lucky Curve" is not merely a good pen, but it is absolutely the best pen made. No other pen is so good, simply because the Parker Pen contains the world-wide and famous "Lucky Curve," the Anti-Break Cap, the Spring Lock, all of which are patented features and used exclusively in the Parker Pen.

Your customers are learning these facts and are willing to buy, if you will do your part.

WILL YOU DO YOUR PART?

We are directing customers to call on you. Will you give them what they want?

"Lucky Curve,"

It's Easy to Remember, and by our advertising, it has been indelibly stamped upon the minds of the public in a way that will bring you a golden Harvest of dollars.

How can it be done?

By putting in a special salesman, and this salesman to be one of the beautiful cases we send with an order for 4 dozen, 6 dozen or 12 dozen Parker Pens.

Any one of these cases and the assortment of pens accompanying it, will say, silently and convincingly: "Here is the very Parker 'Lucky Curve' pen that you have seen advertised so much, in so many of the magazines." The customer reasons to himself: "I have thought of buying a Parker Pen and I

THE PEN

that

INKS

the **POINT**

The

PARKER

"Lucky Curve"

FOUNTAIN PEN

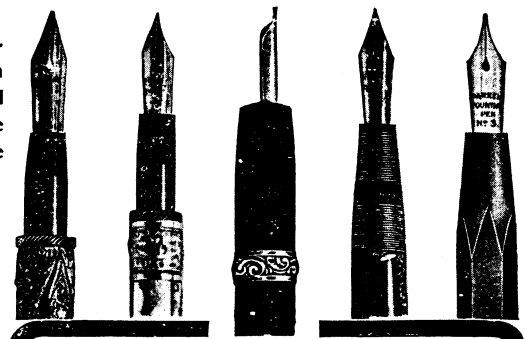
A Pen that has the O. K. running all the way through,
9,000 DEALERS SELL THEM

"Lucky Curve"—It's easy to remember. KEPT IN REPAIR FREE ONE YEAR. We have a catalogue waiting for you, as well as the name of a dealer you know who sells them. Both await your request.

THE PARKER PEN CO., 90 Mill St., Janesville, Wis.

THIS is the way we advertise in these well known publications. Not for a mail order business, but to have the consumer buy of the dealer.

- Munsey,
- Leslie's,
- Harper's,
- Everybody's,
- Literary Digest,
- Outlook,
- Cosmopolitan,
- Review of Reviews,
- Youth's Companion,
- Collier's Weekly,
- Public Opinion,
- Book Lovers Bulletin,
- Locomotive Engineer's,
- The World's Work,
- The Christian,
- Artistic Home Ideas.
- U. S. Army and Navy Journal,
- Saturday Evening Post.



The Pen that **INKS** the **POINT**

PARKER

"LUCKY CURVE"

Fountain Pen

A Pen that has the O. K. running all the way through,
9,000 DEALERS SELL THEM

"Lucky Curve"—It's easy to remember. KEPT IN REPAIR FREE ONE YEAR. We have a catalogue waiting for you, as well as the name of a dealer you know who sells them. Both await your request.

THE PARKER PEN CO., 90 Mill Street, Janesville, Wis.

PARKER PENS

LUCKY CURVE

ARE GOOD PENS

KEPT IN REPAIR FREE ONE YEAR Made in many styles to suit any hand

Parker **"Lucky Curve,"** It's easy to remember. We have a catalogue, as well as the name of a dealer you know, who sells them. Both await your request

Parker Pen Co. 40 Mill Street, Janesville, Wis.

will see what the 'Lucky Curve' is like." The customer steps up to the case, you are on hand, ready and obliging. You pass him out a pen; the customer tries it. Meantime, you tell him the function of the

"Lucky Curve,"—what a perfect pen it makes of it,—its Anti-Break Cap, its wonderful warrant, or Accident Policy, which you show him you are authorized by the manufacturers to issue, and which, for a period

The New Bell Shaped Lucky Curve a Grand Improvement! Used in all Parker Pens.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.

No. 3. Ladies' Size. Price, \$2.00.



Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class.

No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.



Considerably larger than the Ladies' size of the same No. Has the "Lucky Curve" and is an over-feed pen.

No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.



Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold.

By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.

No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.



This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same as shown in engraving, the other, ladies' size, considerably smaller.

No. 8. Hexagon. Price, \$2.50.



Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber.

No. 9. Gold Mounted. Price, \$4.00.



This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way.

No. 10. Twist. Price, \$3.00.



This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty.

Physicians' Pen. Price, \$5.00.

See Page 9. Fitted with No. 4 Gold Pen in fountain. In opposite end of fountain is fitted Registered Fever Thermometer with certificate showing corrected readings, for physicians' use. The most useful, convenient combination ever put in a physician's pocket.

No. 11. Gold. Price, \$6.00. Silver, Same Pattern, \$5.00.



No. 11. Price \$6.00. This is a most beautiful pen. The barrel is covered with 18K rolled gold of rich design. For presentation purposes this is the popular pen. Same design in Sterling Silver \$5.00.

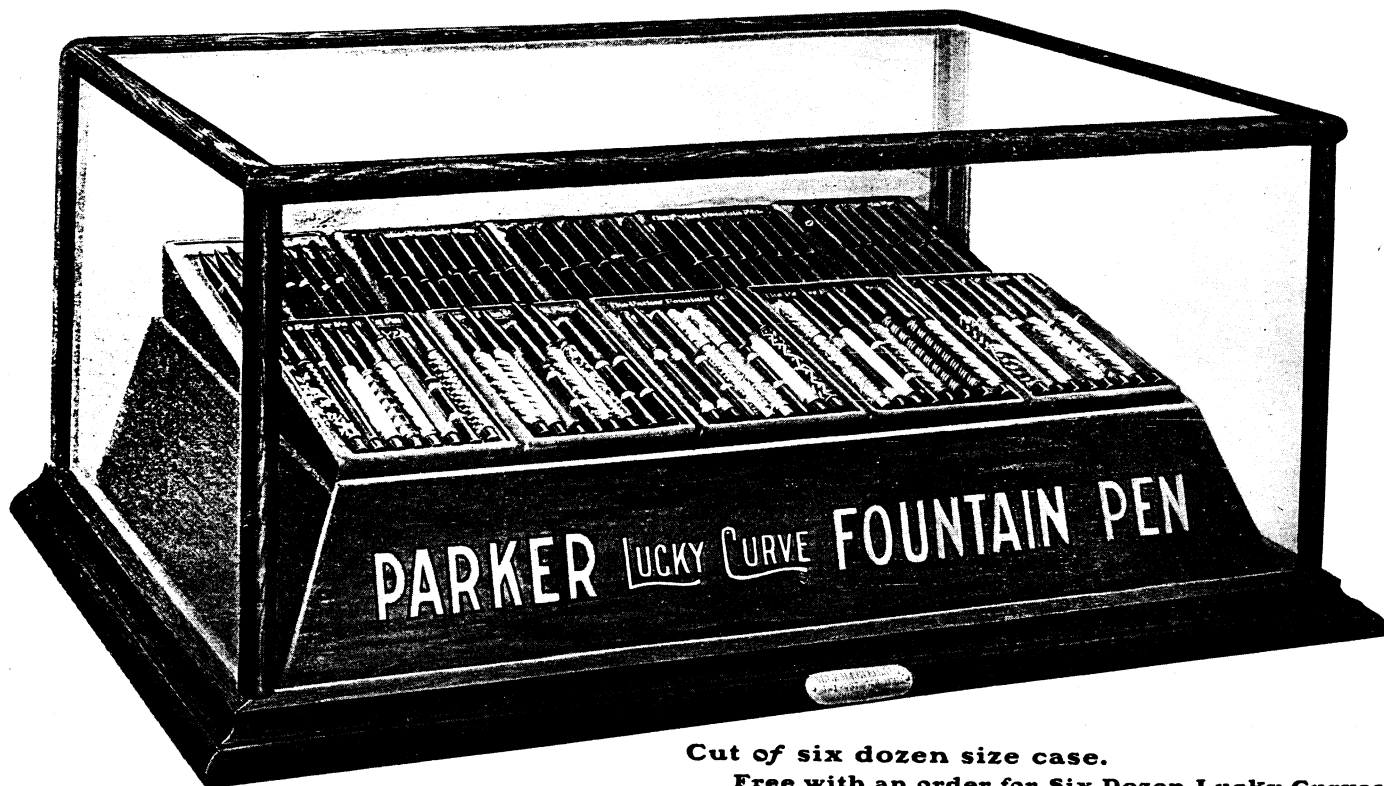
No. 11. Aluminum. Price, \$3.50.



No. 11. Aluminum. Price \$3.50. The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired.

Fortune doesn't make appointments or send announcement cards. She often comes to a man's door when he is at the... saloon telling what he

The New Bell Shaped Lucky Curve a Grand Improvement! Used in all Parker Pens.



Cut of six dozen size case.

Free with an order for Six Dozen Lucky Curves.

of one year from date of sale, insures against breakage the cap, barrel, feeder, nozzle, and in fact, all parts except the gold pen.

Does not this plan sell goods? Ask any one of the 1500 dealers who have already put in these cases and are using INDIVIDUAL EFFORT. The results are not only gratifying, but more than gratifying.

Do not think because in following the old plans you have sold only a few pens per year, or none at all, or because you have very few calls for them, that there is no sale for the goods. You must remember a Fountain Pen is not an absolute necessity with most people. Yet where the conditions have been MADE RIGHT, the sales are simply remarkable. Very few people who have partially made up their minds to buy a Parker Pen will, without seeing a nice display of them in your store, ever ask for them. The two or three, or a half a dozen, or even a dozen pens that you have in your stock show-case, where they

are tucked away, presenting about one chance in 100 of being seen, do not sell pens to any alarming extent.

A show-case assortment nicely, attractively and prominently displayed in your store, with your co-operation, will astonish you with the results it will bring.

Think it over. Reason it out for yourself. And when you know all the facts and possibilities about it, you will see that your acceptance of the idea means many dollars for you.

There is one season of the year when the "Lucky Curve" sells better than another. That season is NOW. Will you join us?

The writer will personally see that any favors entrusted this Company will be given the best attention at our command.

Yours for Success, Individual Effort, and an early reply,

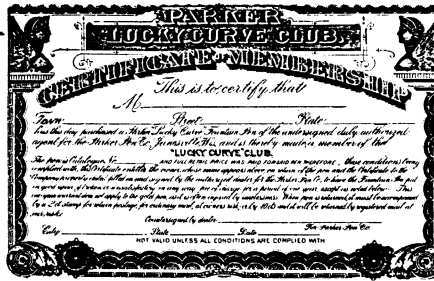
GEO. S. PARKER.

Send us a case order for goods as noted above and we will AGREE TO BUY BACK FROM YOU, at cost price, any of the goods remaining unsold any time after six months from the date of the last and final payment on the goods, by giving us 30 days notice of your desire to discontinue their sale, providing, of course, that the pens are returned in good condition and the terms of the sale complied with, and that the goods retailed have always been sold at full retail prices.

DO YOU KNOW OF ANYTHING FAIRER OR SAFER?

YOUR FALL ORDER! IS IT ON ITS WAY?

This Accident Policy



With Every Parker Pen.

**PRICE LIST OF
THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.**

Contains **3** Patented Improvements: **ANTI-BREAK CAP, LUCKY CURVE FEED, SPRING LOCK,** Pat. July, 1900. Pat. Jan., 1894. Pat. April, 1899.



SHOWING FEEDING MECHANISM REMOVED READY FOR FILLING.
Cuts of Jointless pens about $\frac{3}{4}$ size.

No. 018. Price, \$2.00. Jointless.



This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and it is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or through "that girl," you can do it with a Parker No. 018. Not quite so large as the next size, but it is good and fully warranted.

No. 020. Price, \$2.50. Jointless.



This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse or stub point as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted No. 021. A beautiful present for a birthday.

Nos. 020, 023 and 024, fitted especially for shorthand writing when so ordered. Same numbers supplied with pens especially for manifold purposes, only when specially ordered.

No. 023. Price, \$3.00. Jointless.



For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.

No. 024. Price, \$4.00. Jointless.



Much larger than the No. 023 has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to a much greater degree. This style also furnished with Manifold Pen, for Physicians' use. For writing prescriptions the busy physician will find this pen a boon. With one writing by using a sheet of carbon paper, both an original and duplicate copy are made.

Price, \$4.00. Jointless.

PARKER JOINTLESS "LUCKY CURVE" SHORTHAND AND BOOKKEEPERS' PEN.

When ordering this special No. 024, always state for what purpose it is desired—whether for bookkeeping or shorthand, as the pens are made especially for purpose mentioned. Can be furnished with hair line point when desired. The cuts but imperfectly represent the pens. To appreciate the real beauty of these pens, they must be seen.

No. 025. Price, \$5.00. Jointless.



Is next to the largest pen we manufacture. Only one size larger is made—No. 026. This is indeed a grand pen. The feeling of real luxury this pen affords when in the hand of the writer, the beautiful, large, shining, gold pen, has won for it the name of the "professional man's pen." Fully as many pens of this style are, however, sold to other than professional people. Large as it is, it is one of the most easy and restful pens with which to write. For father, brother or husband, this pen would make a present that would last a lifetime, and afford a never-ending source of pleasure.

Pens especially for shorthand writers fitted to Nos. 020, 20, 023, 23, 024 and 24, when so ordered.

FOUNTAIN PEN INK should go with every order. Each bottle fitted with patent filler ready for immediate use. Packed in handsome carton. Retail 25c per bottle. Wholesale \$1.25 a dozen.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.

No. 026. Price, \$6.00. Jointless.



No. 026. This pen is a regular Goliath. It might be too large for you, but there are many people who find pleasure and comfort in using such a pen. It, of course, holds an immense supply of ink. It has a "feel" to it that is only afforded by such a pen, and it has many warm friends.

ANTI-BREAK CAP.
Warranted Against Cracking or Splitting for One Year.

No. 18. Price, \$2.00. Screw Joint.



No. 18. Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018., with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. If you prefer a pen with a screw joint, here it is.

No. 20. Price, \$2.50. Screw Joint.



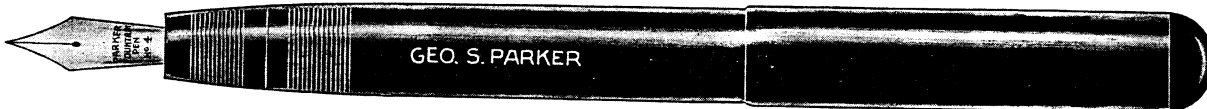
No. 20. Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain.

No. 23. Price, \$3.00. Screw Joint.



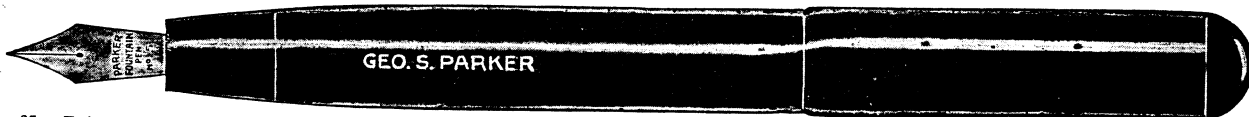
No. 23. This No. can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

No. 24. Price, \$4.00. Screw Joint.



No. 24. Price \$4.00. This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen.

No. 25. Price, \$5.00. Screw Joint.



No. 25. Price \$5.00. If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.

THE GEO. S. PARKER OLD STYLE FOUNTAIN PEN.

No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.



A neat little pen. Has the "Lucky Curve." Screw Joint. Does not have the Anti-Break Cap. Over Feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.

Don't be a negative proposition for fear of making a mistake. The man who dares nothing seldom makes mistakes or anything else. A leader is the one who may make mistakes but who will succeed.

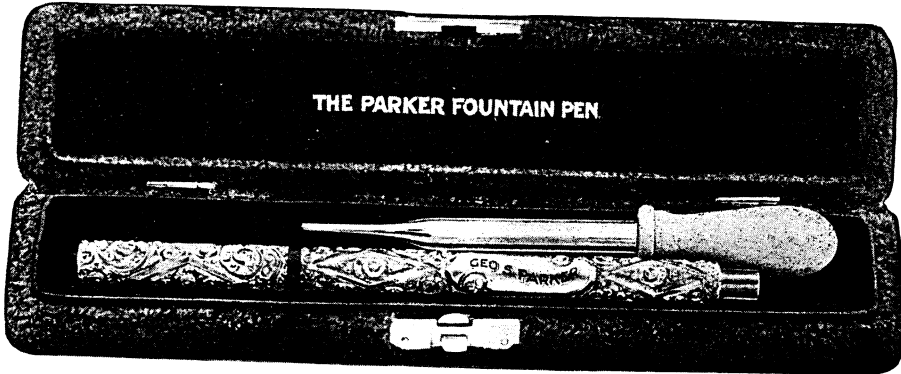
Remember the Bell-Shaped "Lucky Curve" feed. This is the greatest improvement ever made in the fountain pen. With this great improvement, the Parker Pen is now more than 30% better than it was 6 months ago.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.

No. 12. Full Pearl. A Beauty. Price, \$6.00.



No. 12. Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes. Where the plush boxes are wanted, see below.



FIT FOR A QUEEN.

This cut represents plush box, which is usually sold with the more fancy pens. It is an exceedingly beautiful box, covered with rich, heavy plush, delicately lined, and makes a setting for such pens as Nos. 6, 11, 12 or 30 a most pleasing one.

**Price of Box,
\$1.00 Extra.**

Can supply same box, Morocco covered, at same price, which is possibly even more rich-looking than the plush box. In ordering, please designate your choice of either plush or Morocco covered.

No. 30. Price, \$10.00. (New.)



Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. In November last we tried the experiment of marketing a ten dollar pen. We discovered something we did not know before, and that is, there are many who have the money to spend for such an article, providing it is what they want. We sold more than ten times as many of these high-priced pens as we anticipated. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. If you want to make some dear friend a present that will be treasured for a life-time, and be handed down as an heirloom the No. 30 will fill the bill. For presentation purposes to some officer or member of society, lodge or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired. Beautiful plush or morocco hinged covered case, satin lined, \$1.00 extra.

No. 021. Jointless. Price, \$3.50. (New.)



In fact, we have a good deal of difficulty to keep up with the demand. This is really a very pretty pen. It is practically our No. 020 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen that we have ever seen.

No. 023. Hexagon. Price, \$3.00. (New.) Cut $\frac{3}{4}$ size.



Just out. The coming favorite. Seems to just strike the fancy of those who are looking for something new in the way of a fountain pen.

CHEAPER PENS.

New Special.

(Cut $\frac{3}{4}$ size.)

Price, \$1.50.



Silver Dollar.

Upper or Lower Feed as desired.

Price, \$1.00.



(SUPPLIED UNDER THE NAME OF "PALMER PEN," IF DESIRED.)

These pens are cheap, but good. They are not sold as equal to the Lucky Curve Parker, for they are not. They are good pens for the money. Both have gold pens. Have screw joints and do not have Lucky Curve feed. Best the market affords for the price.

REPAIRS

We repair all makes of fountain pens with neatness and despatch. Always empty ink from barrel when sending pens for repair, and be sure and put your name on the package as well as to write what you wish done. We will then guarantee prompt and satisfactory service.

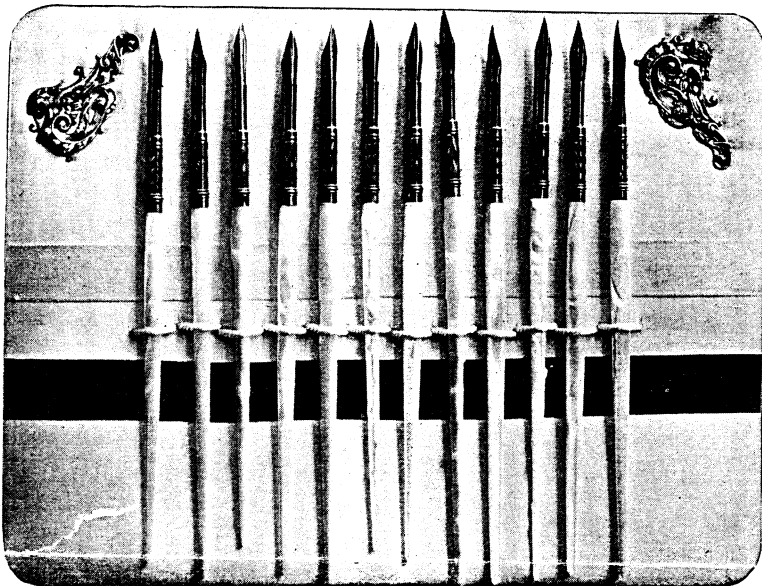
Remember the Bell-Shaped "Lucky Curve" feed. This is the greatest improvement ever made in the Parker Pen. With this great improvement, the Parker Pen is now more than 30% better than it was 6 months ago.

PARKER "LUCKY CURVE" BULLDOG SPECIAL. Price, \$4.00.



Here is a pen that we are offering for the first time in this country. It is, however, a pen that we have sold, in large numbers, during the past two years, to one of the largest Stationery firms in London, England. So well has it taken there that we now offer it for the first time to our trade on this side of the Atlantic. It is essentially an English idea. It is made to carry in the lower vest-pocket with the pen lying flat in the bottom. It will, if kept properly filled, never permit ink to get into the cap, even when carried in this position. It cannot be lost, can hardly be broken, is handy, and has many good points in its favor. It is bound to be a great favorite with business men, the older students, and especially military men. It is just 4 inches long when closed, and on account of its short, stubby appearance is called

The Parker "Lucky Curve" Bulldog Special.



PEARL DESK HOLDERS.

Here is something that sells each year in great numbers. People buy them who are looking for something pretty. Our advice to the public has always been to buy a fountain pen instead of a desk pen. Still there remains the demand for the pearl goods just the same. The assortment which we have to offer you this year is a very nice one. They are nicely put up on a neat tray with easel. Tray is in colors, has metal ornaments as shown in the engraving. You can sell these goods where you cannot sell a fountain pen to a certain class of trade, and it will pay you to order a dozen or two. They are put up in two sizes. The No. 1 assortment is shown in the engraving on opposite side. The pens are 14k. The stocks are of two varieties, part plain and part rustic. The No. 2 assortment contains larger pens and larger and better pearl sticks. The price of the No. 1 assortment is \$7.00, and the price of the No. 2 is \$9.00. This includes handsome leatherette boxes. If Plush boxes are desired would add \$2.50 per dozen to above price. We will guarantee you will be pleased with them for they are really better than we represent them. These prices are net.

TRY THE PARKER INKS

And you will be pleased and save money as well. New packages and fine sellers.

2 oz. 5c Bottle Writing Fluid, Square Bottle. Very attractive. A better looker than any 5c fluid sold. Net price \$4.20 the gross.

4 oz. 10c Bottle Writing Fluid, Wide Mouth, and the most handsome bottle sold. The best 10c package ever put out. Net price \$7.20 per gross.

25c Fountain Pen Ink

Now ready. Rubber cork and filler all combined. Bottle low with wide base. Just the thing for desk, or traveler's use. Is a splendid seller. Price net \$1.25 the dozen, or \$15.00 the gross.

Quarts Fluid \$3.75 the dozen. Nothing better sold at any price. Net.

5c Ivory Paste A neat little package with nickel top, 35c net the dozen. A big seller.

Quart Jars Ivory Paste \$4.50 the dozen, Net.

Banker's Safety Ink. Acids will not affect it.

A wonderful seller to Bankers, Insurance Men, Lawyers and in fact all professional people.

Quarts, retail \$1.00; wholesale, \$6.00 doz.

Pints, retail 60c; wholesale, \$3.60 doz.

Fountain Pocket Holder.

Prices:

- No. 1 Pocket, 1 part.....10c
- No. 2 Pocket, 2 parts15c
- No. 3 Pocket, 3 parts25c

Subject to same discounts as pens.

Parker Typewriter Ribbons.

Prices:

- Parker Ribbon, Quality AA1, assorted colors as desired, packed in tin boxes\$0.75
- Parker Ribbon, Quality AA1, packed in handsome lithographed boxes..... 0.75

Same Discounts as on Pens.

Carbon Paper.



100 sheets in a box, size, 8x12 inches, net.....\$4.00

In ordering, always say whether for Pen or Typewriter.

Quarts Fluid \$3.75 the dozen. Why pay \$4.80 to \$6.00? Buy Parker Inks and put the savings in your own pocket.

YOUR FALL ORDER! IS IT IN?

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects.

November 1902.

JANESVILLE, WIS., U. S. A.

No. 40.



**Doing the Right Thing at the
Right Time, means:--Get There**

**THE RIGHT TIME TO MAKE A BIG
PUSH ON THE PARKER PENS IS
NOW, *oo* NOW, *oo* NOW.**

November and December are the banner 'Lucky Curve' months of the year.

Buyers are plenty if they are treated properly. Not off in that vague somewhere, but right within your reach—among your own customers. Why sleep that Rip van Winkle sleep while your more active and wide awake neighbor is getting rich by selling that which

YOU HAVE HYPNOTIZED YOURSELF

into believing there is no demand for?

Do your customers not read?

Do they not write?

Do they not have money to spend?

Are they not intelligent?

Are they just as fond of good things as in other communities? Of course they are! That is the reason you can sell the Parker Pen.

It is not merely a good pen,

**BUT ABSOLUTELY THE BEST PEN
IN THE WORLD.**

It carries with it a year's warrant against breakage. It is warranted to give absolute satisfaction.

Its good qualities are well advertised, and made known to your customers. The price is maintained, as all dealers who sell the Parker Pen agree to sell only at full retail price.

A DOZEN ORDER WILL CONVINCING YOU

of all we say. A case order of 4, 6 or 12 dozen will emphasize the fact and put you in the same class of the Successes and Top Notchers, whose records are a pride to us, and source of satisfaction to themselves.

SEND IN YOUR ORDER TO-DAY!

Don't wait until to-morrow. Delays at this season means loss. We will treat you so well you will be sorry you did not begin long ago.

Let us close up the year of 1902 with such a record as never happend before.

Geo. S. Parker

The American Stationer man, New York, visited us and this is what he said in a recent issue of the Stationer:

PARKER PENS
LUCKY CURVE

ARE GOOD PENS

— Every hand can be suited. Prices: \$1.50, \$2.00, \$2.50, \$3.00, \$4.00, \$5.00, \$6.00 and \$10.00. Palmer Pens, \$1.00. Ask your dealer for The Parker; accept no substitute. Send for beautifully illustrated catalogue, FREE. The Parker Pen Company, Janesville, Wis.

Incidentally the Parker Pen Co. is having great success. The records for the month of September show the greatest volume of business of any one month in the company's history. A trip through the factory by the courtesy of Mr. Parker showed every bench and machine pushed to full capacity to get out the work. The force has been increased, both in factory and office. A constant ticking of a large number of typewriting machines in the latter place attest the great volume of mail the company handles daily. The Parker Pen Co.'s plant is one of the busiest factories in Janesville, a town it has made familiar in name throughout the country and across the ocean. The company also publishes a most interesting little paper, "Side Talks." It is sent gratuitously to stationers, and while it is essentially devoted to the interest of Parker pens, each number contains some "mighty good" business logic which any business man will find profitable reading.

IF YOU WANT TO MAKE SOME ONE HAPPY FOR **CHRISTMAS** BUY A

Parker "Lucky Curve" Fountain Pen

A USEFUL GIFT WHICH WILL LAST A LIFETIME
AND BE A CONSTANT REMINDER
OF THE GIVER

No. 80. Price \$10. Covered with 18k gold, of rich design. Most beautiful pen ever made. For a present, nothing could be more pleasing.

No. 12. Price \$6. Barrel inlaid with Mother of Pearl, with gold bands.

No. 021, \$8.50. Practically same as No. 020, with addition of gold bands and a size larger gold pen.

No. 020, Jointless, \$2.50. No. 20, Screw Joint, \$2.50. Nothing fancy. Built for service. Warranted in every way. No better writing pen made.

Many other styles.
Every hand can be suited.

Prices: \$1.50, \$2.00, \$2.50, \$3.00,
\$4.00, \$5.00, \$6.00 and \$10.00. Palmer Pens, \$1.00.

Ask your dealer for The Parker; accept no substitute, on which a larger profit is made.
If you are thinking of buying, do not fail to send for beautifully illustrated catalogue, FREE.

The Parker Pen Company, 38 Mill Street, Janesville, Wis.

How would one of our beautiful 35 x 50 inch, five color, poster look, hanging in the front part of your store, where it could be seen from the street? Shall we send it?

The man who waits for business to come without using individual effort to get it, usually goes to sleep waiting, and is generally awakened by the sheriff.

One wide awake customer who says "I will" and who does it, possesses the snap, vim and vigor to make a success of anything he sets out to do, and is worth a hundred weak kneed mollies who go through life complaining of the inequality of things. If you are a "molly" please pass us by.

Twenty-two happy, wide awake Parker Pen People in this office are waiting for your order. If you want to add to their pleasure just give us a chance to serve you. Every one of us will have something to do with the order, and all will join in sending success, and happiness vibrations to accompany the goods.

The man who says he "can't" do this, "or" "can't" do that," which is not only possible, but is being done, is lacking in the elements that make manhood. He can safely be counted on as having but a scanty standing in the business community.

FOUNTAIN PEN INK should go with every order. Each bottle fitted with patent filler ready for immediate use. Packed in handsome cartons. Retail 25c per bottle. Wholesale \$1.25 a dozen.

Have you noticed the peculiarity in our magazine and newspaper advertisements? We don't solicit direct business. We advertise to get the consumers to buy of the dealer. Sometimes people do order direct at retail. Mr. Dealer gets the benefit of the sale exactly the same as though he made the sale himself. What do you think of the plan?

**PRICE LIST OF
THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.**

No. 026. Price, \$6.00. Jointless.



No. 026. This pen is a regular Goliath. It might be too large for you, but there are many people who find pleasure and comfort in using such a pen. It, of course, holds an immense supply of ink. It has a "feel" to it that is only afforded by such a pen, and it has many warm friends.

ANTI-BREAK CAP.
Warranted Against Cracking or Splitting for One Year.

No. 18. Price, \$2.00. Screw Joint.



No. 18. Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018., with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. If you prefer a pen with a screw joint, here it is.

No. 20. Price, \$2.50. Screw Joint.



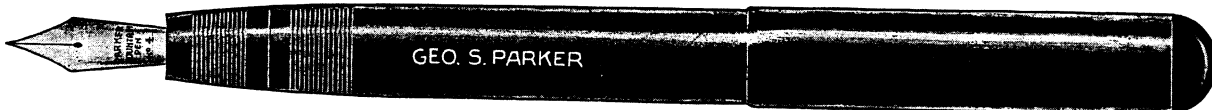
No. 20. Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain.

No. 23. Price, \$3.00. Screw Joint.



No. 23. This No. can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

No. 24. Price, \$4.00. Screw Joint.



No. 24. Price \$4.00. This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen.

No. 25. Price, \$5.00. Screw Joint.



No. 25. Price \$5.00. If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.

THE GEO. S. PARKER OLD STYLE FOUNTAIN PEN.

No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.



A neat little pen. Has the "Lucky Curve." Screw Joint. Does not have the Anti-Break Cap. Over Feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.

FOUNTAIN PEN INK should go with every order. Each bottle fitted with patent filler ready for immediate use. Packed in handsome cartons. Retail 25c per bottle. Wholesale \$1.25 a dozen.

To the Clerk. By complying with easy conditions of the Due Bill accompanying each case order you are entitled to a \$4.00 Parker Pen for your personal use free.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.

No. 3. Ladies' Size. Price, \$2.00.



Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class.

No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.



Considerably larger than the Ladies' size of the same No. Has the "Lucky Curve" and is an over-feed pen.

No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.



Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold.
By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.

No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.



This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same as shown in engraving, the other, ladies' size, considerably smaller.

No. 8. Hexagon. Price, \$2.50.



Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber.

No. 9. Gold Mounted. Price, \$4.00.



This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way.

No. 10. Twist. Price, \$3.00.



This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty.

Physicians' Pen. Price, \$5.00.

See Page 9. Fitted with No. 4 Gold Pen in fountain. In opposite end of fountain is fitted Registered Fever Thermometer with certificate showing corrected readings, for physicians' use. The most useful, convenient combination ever put in a physician's pocket.

No. 11. Gold. Price, \$6.00. Silver, Same Pattern, \$5.00.



No. 11. Price \$6.00. This is a most beautiful pen. The barrel is covered with 18K rolled gold of rich design. For presentation purposes this is the popular pen. Same design in Sterling Silver \$5.00.

No. 11. Aluminum. Price, \$3.50.



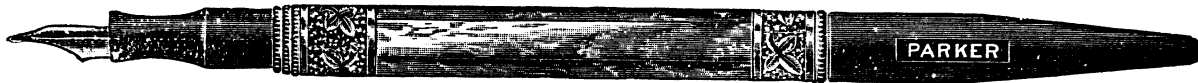
No. 11. Aluminum. Price \$3.50. The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired.

A beautiful Poster, 35x50 in., printed in five colors with your name on it in large type awaits your request.

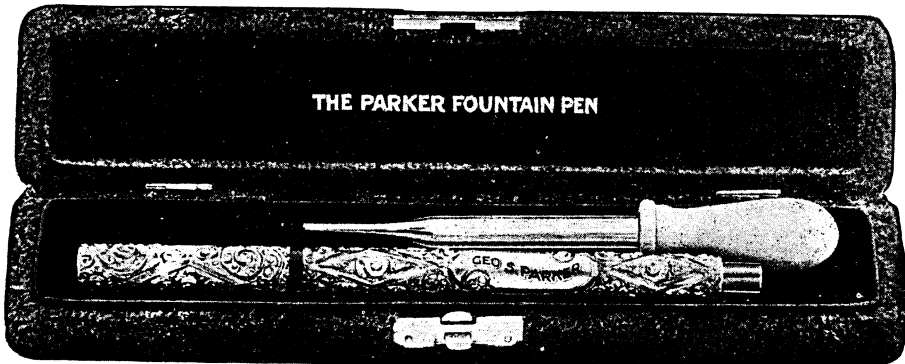
**To get the good of a dinner you must eat it.
To make money selling the Lucky Curve you must order them.**

**PRICE LIST OF
THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.**

No. 12. Full Pearl. A Beauty. Price, \$6.00. Upper or lower feed.



No. 12. Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes. Where the plush boxes are wanted, see below.



FIT FOR A QUEEN.

This cut represents plush box, which is usually sold with the more fancy pens. It is an exceedingly beautiful box, covered with rich, heavy plush, delicately lined, and makes a setting for such pens as Nos. 6, 11, 12 or 30 a most pleasing one.

Price of Box,
\$1.00 Extra.

Can supply same box, Morocco covered, at same price, which is possibly even more rich-looking than the plush box. In ordering, please designate your choice of either plush or Morocco covered.

No. 30. Price, \$10.00. (New.)



Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. In November last we tried the experiment of marketing a ten dollar pen. We discovered something we did not know before, and that is, there are many who have the money to spend for such an article, providing it is what they want. We sold more than ten times as many of these high-priced pens as we anticipated. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. If you want to make some dear friend a present that will be treasured for a life-time, and be handed down as an heirloom the No. 30 will fill the bill. For presentation purposes to some officer or member of society, lodge or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired. Same design Sterling Silver \$8.00 Beautiful plush or morocco hinged covered case, satin lined, \$1.00 extra.

No. 021. Jointless. Price, \$3.50. (New.)



In fact, we have a good deal of difficulty to keep up with the demand. This is really a very pretty pen. It is practically our No. 020 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen that we have ever seen.

No. 023. Hexagon. Price, \$3.00. (New.) Cut 3/4 size.



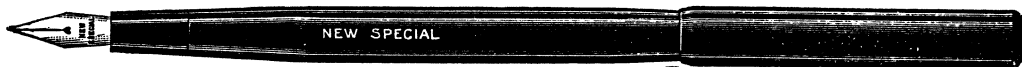
Just out. The coming favorite. Seems to just strike the fancy of those who are looking for something new in the way of a fountain pen.

CHEAPER PENS.

New Special.

(Cut 3/4 size.)

Price, \$1.50.



Silver Dollar.

Upper or Lower Feed as desired.

Price, \$1.00.



(SUPPLIED UNDER THE NAME OF "PALMER PEN," IF DESIRED.)

These pens are cheap, but good. They are not sold as equal to the Lucky Curve Parker, for they are not. They are good pens for the money. Both have gold pens. Have screw joints and do not have Lucky Curve feed. Best the market affords for the price.

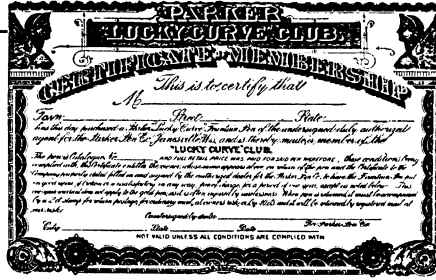
REPAIRS

We repair all makes of fountain pens with neatness and despatch. Always empty ink from barrel when sending pens for repair, and be sure and put your name on the package as well as to write what you wish done. We will then guarantee prompt and satisfactory service.

Remember the Bell-Shaped "Lucky Curve" feed. This is the greatest improvement ever made in the Parker Pen. With this great improvement, the Parker Pen is now more than 30% better than it was 6 months ago.

Keep your pen case well filled, clean, stock nicely arranged. Each No. by itself and keep them so, and the rest is easy.

This Accident Policy



With Every Parker Pen.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN.

Contains **3** Patented Improve-ments: **ANTI-BREAK CAP, LUCKY CURVE FEED, SPRING LOCK,** Pat. July, 1900. Pat. Jan., 1894. Pat. April, 1899.



SHOWING FEEDING MECHANISM REMOVED READY FOR FILLING. Cuts of Jointless pens about $\frac{3}{4}$ size.

No. 018. Price, \$2.00. Jointless.



This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and it is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or through "that girl," you can do it with a Parker No. 018. Not quite so large as the next size, but it is good and fully warranted.

No. 020. Price, \$2.50. Jointless.



This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse or stub point as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted No. 021. A beautiful present for a birthday.

Nos. 020, 023 and 024, fitted especially for shorthand writing when so ordered. Same numbers supplied with pens especially for manifold purposes, only when specially ordered.

No. 023. Price, \$3.00. Jointless.



For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.

No. 024. Price, \$4.00. Jointless.



Much larger than the No. 023 has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to a much greater degree. This style also furnished with Manifold Pen, for Physicians' use. For writing prescriptions the busy physician will find this pen a boon. With one writing by using a sheet of carbon paper, both an original and duplicate copy are made.

Price, \$4.00. Jointless.

PARKER JOINTLESS "LUCKY CURVE" SHORTHAND AND BOOKKEEPERS' PEN.

When ordering this special No. 024, always state for what purpose it is desired—whether for bookkeeping or shorthand, as the pens are made especially for purpose mentioned. Can be furnished with hair line point when desired. The cuts but imperfectly represent the pens. To appreciate the real beauty of these pens, they must be seen.

No. 025. Price, \$5.00. Jointless.

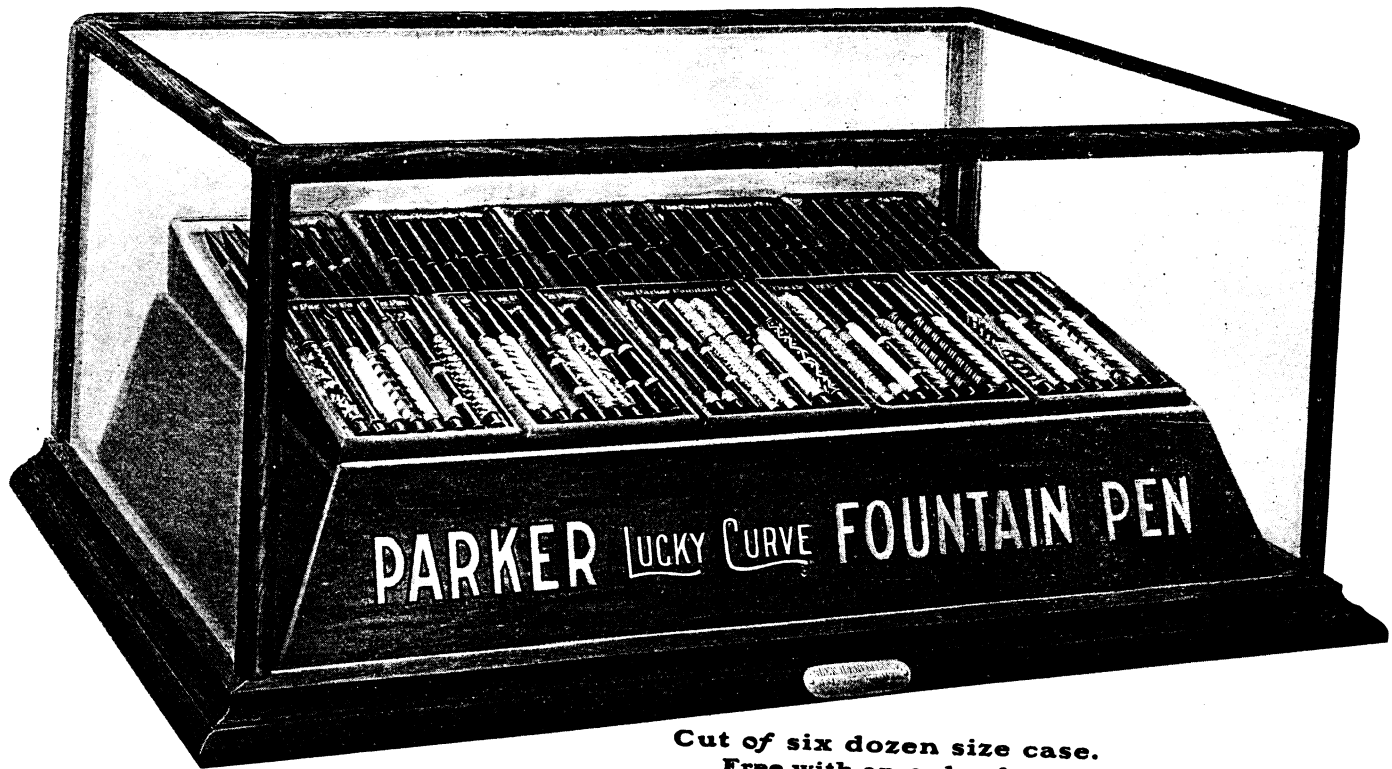


Is next to the largest pen we manufacture. Only one size larger is made—No. 026. This is indeed a grand pen. The feeling of real luxury this pen affords when in the hand of the writer, the beautiful, large, shining, gold pen, has won for it the name of the "professional man's pen." Fully as many pens of this style are, however, sold to other than professional people. Large as it is, it is one of the most easy and restful pens with which to write. For father, brother or husband, this pen would make a present that would last a lifetime, and afford a never-ending source of pleasure.

Pens especially for shorthand writers fitted to Nos. 020, 20, 023, 23, 024 and 24, when so ordered.

FOUNTAIN PEN INK should go with every order. Each bottle fitted with patent filler ready for immediate use. Packed in handsome carton. Retail 25c per bottle. Wholesale \$1.25 a dozen.

Just think: A beautiful specially made show case, nice enough to be a credit to any store, free with first order for 4—6 or 12 Parker Lucky Curves.



Cut of six dozen size case.

Free with an order for Six Dozen Lucky Curves.



I T is a well accepted fact that no farmer can plough a field by merely turning it over in his own mind. He must go out into the field and plough. So no dealer can secure the best results on selling Parker Pens by merely thinking of them.

He must put that think in the shape of an intelligent order for the "Parker Pen". That's equivalent to the farmer going out into the field and turning over the sods with the team and plough.

HE'LL REAP SOMETHING!

We have told you why "Parker Pens" are the best to sell. Many have acted and to-day no reasonable amount of inducement could persuade them to retract. But with you who fear and hesitate and remain inert, we wish to join swords.

Send us a case order for goods as noted above and we will AGREE TO BUY BACK FROM YOU, at cost price, any of the goods remaining unsold any time after six months from the date of the last and final payment on the goods, by giving us 30 days notice of your desire to discontinue their sale, providing, of course, that the pens are returned in good condition and the terms of the sale complied with, and that the goods retailed have always been sold at full retail prices.

SPECIAL CASE OFFER.

Any one ordering a case assortment of goods NOW will be given a special Holiday dating on bill, or can pay for a case order on installments as follows, $\frac{1}{4}$ in one month, $\frac{1}{4}$ in two months, $\frac{1}{4}$ in three months and the balance at the end of the fourth month.

Surely, we have strewn the path with commercial roses for you; we have removed the barrier of any risk. Why not act to-day? Every day's delay really means loss of money to you. We know this to be so.

History repeats itself.

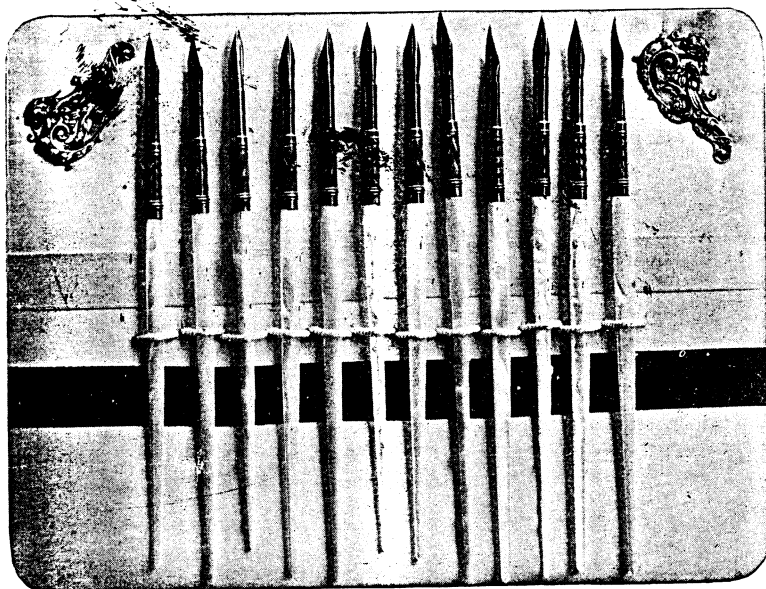
YOUR HOLIDAY ORDER! IS IT ON ITS WAY?

PARKER "LUCKY CURVE" BULLDOG SPECIAL. PRICE, \$4.00.



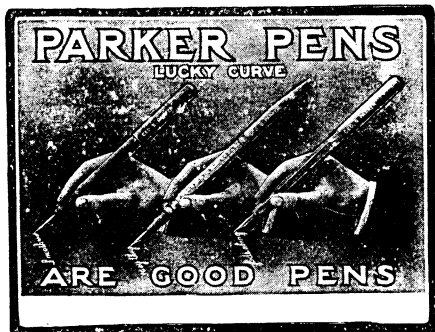
This pen we offered for the first time in this country in the October "Side Talks." The immediate response that this pen has called is really quite remarkable. It shows that there is a big demand for it, from buyers such as business men, the older student, professional men who do not like to carry a Fountain Pen partially exposed. It has proven to be especially popular with the miner and military man. It is, as previously stated, a pen that we have sold, in large numbers, during the past two years, to one of the largest Stationery firms in London, England. It is essentially an English idea. It is made to carry in the lower vest-pocket with the pen lying flat in the bottom. It will, if kept properly filled, never permit ink to get into the cap, even when carried in this position. It cannot be lost, can hardly be broken, is handy, and has many good points in its favor. It is just 4 inches long when closed, and on account of its short, stubby appearance is called

The Parker "Lucky Curve" Bulldog Special.



PEARL DESK HOLDERS.

Here is something that sells each year in great numbers. People buy them who are looking for something pretty. Our advice to the public has always been to buy a fountain pen instead of a desk pen. Still there remains the demand for the pearl goods just the same. The assortment which we have to offer you this year is a very nice one. They are nicely put up on a neat tray with easel. Tray is in colors, has metal ornaments as shown in the engraving. You can sell these goods where you cannot sell a fountain pen to a certain class of trade, and it will pay you to order a dozen or two. They are put up in two sizes. The No. 1 assortment is shown in the engraving on opposite side. The pens are 14k. The stocks are of two varieties, part plain and part rustic. The No. 2 assortment contains larger pens and larger and better pearl sticks. The price of the No. 1 assortment is \$7.00, and the price of the No. 2 is \$9.00. This includes handsome leatherette boxes. If Plush boxes are desired would add \$2.50 per dozen to above price. We will guarantee you will be pleased with them for they are really better than we represent them. These prices are net.



30% Better.

The Parker Pen has always been a good pen, but to-day it is 30 per cent. better than it was six months ago,—made so by the

Bell Shaped "Lucky Curve"

Feeder, which is the grandest improvement ever incorporated in a fountain pen.



Dorothy.

The sweet little picture of Dorothy which we are sending to our customers for a show-case card, is the picture of a very much alive little brown eyed beauty. Please see that it finds a place on the show-case for which place it was designed. Dorothy's sister Vivian says its her turn to be introduced next. Watch for her with next "Side Talks," for she wants to make your acquaintance.

Fountain Pocket Holder.

Prices:

- No. 1 Pocket, 1 part 10c
- No. 2 Pocket, 2 parts 15c
- No. 3 Pocket, 3 parts 25c

Subject to same discounts as pens.

Quarts Fluid \$3.76 the dozen. Why pay \$4.80 to \$6.00? Buy Parker Inks and put the savings in your own pocket.

BANKER'S SAFETY INK. There is not a banker, lawyer or Insurance man in your city of any note, that would not gladly make an investment in this wonderful Ink, if they knew about it. The only safety Ink ever sold. Price \$1.00 per quart.